

Privacy Notice for Customer Communication

This is the customer communication privacy notice of CSL Behring GmbH (address: Philipp-Reis-Strasse 2, 65795 Hattersheim, Germany) ("CSL Behring", "we", "us"), which establishes the basis of how we record and process your personal data.

1. Categories of personal data, purpose and legal basis for data processing and categories of recipients

Your personal data are recorded and processed:

- for marketing communication and use, as selected by you during declaration of consent (e.g., we send information about our products and services to you by e-mail);

The personal data are recorded and processed as follows:

- on the basis of your consent (Art. 6 (1) (a) of the EU General Data Protection Regulation);

The processing of your personal data will take place:

- until you withdraw your consent (which can be withdrawn at any time with effect on future processing) or the use of your personal data for marketing purposes (please use the contact details below to withdraw your consent or your objection to the use of your personal data).

In order to send you **personalised** marketing communication or other relevant information (based on your decisions and explicit consent), we use

a) the information provided by you, your choices, and the interests (identify and use) that you gave us at the time of your consent; and

b) evaluation of the e-mail communications we send using pixel tags, that include automated decision marking and profiling. These are described as follows:

Pixel tags (also referred to as web beacons or clear GIFs) are small graphics that are used in connection with e-mails we send you. The pixel tags allow us to track whether you have opened the e-mails or clicked on links to improve campaigns and functions.

We use pixel tags to personalise customer communications, based on your interests. This includes technologies to determine how important the content of e-mails is for you, when and where you open marketing e-mails and whether you respond to certain activities - such as clicking on a link.

We record the relevant data of devices (including mobile devices) through which you access your e-mail address. The data gathered and processed include the following, related to usage and devices:

- Access time, frequency and duration of access to marketing e-mails we have sent you, as well as links you click on and other actions you have taken in this context.
- Device type, operating system and version, browser type and settings, device ID or other individual device ID and individual device token.
- Your user segment.
- IP-address of the device you use to access your e-mail.

For personalisation, your personal data will be combined with already collected data in relation to your interests.

The provision of your personal data is voluntary and not necessary to conclude a contract with us. When you do not provide your personal data, we cannot or only partially process your personal data for the purposes selected, and we also cannot contact you via the channels you selected above.

2. Data Protection Officer

The contact details of our Data Protection Officer are as follows:

Regional Lead Privacy and Data Protection
Philipp-Reis-Straße 2
65795 Hattersheim
Germany
E-mail: Privacy@cslbehring.com
Web portal: <https://privacyinfo.csl.com/>

3. Recipient categories

To process your data for the purposes selected, CSL Behring uses service providers (e.g. Hosting, IT-support and/or maintenance provider).

The following service providers are used:

- Veeva Systems, Inc.
- Inxmail GmbH

4. Storage and deletion

Your personal data are stored by CSL Behring and/or by our service providers in accordance with the applicable data protection laws to the extent this is required for the purposes explained in this privacy notice.

When CSL Behring no longer needs your personal data for the above-mentioned purposes, the personal data are deleted from our systems or anonymised for safekeeping and deletion of data according to our guidelines, unless CSL Behring is required by law to store your personal data according to tax or commercial law or for accounting or auditing purposes.

We will store your personal data for up to one year after the last contact with you on the basis of your declaration of consent. Where permitted or required by law, we limit the processing of your data instead of deleting it (e.g., by restricting access). This applies in particular to cases in which we still need the data to execute contracts or to serve as allegation or defence against legal claims. In these cases, the duration of the restricted processing depends on the respective statutory limitations or retention periods. The data will be deleted after the relevant limitations or retention periods have passed.

5. Your rights

According to the applicable data protection law, you may have the following rights. To claim your rights, please contact us as specified above. In addition to the following rights, you are also entitled to submit a complaint with the data protection authority:

- a) Right of access: You may have the right to get confirmation from us regarding whether personal data about you has been processed or not, and where this is the case, which access rules apply. The right of access includes - among other things - the right to provide information for the purpose of processing, the personal data concerned and the recipients or categories of recipients to whom the personal data has been or will be disclosed. However, this is not an absolute right and the interests of others can limit your right of access.
- b) You may be in a position to have the right to obtain a copy of the processed personal data. We can charge an appropriate fee for copies you requested based on the administrative costs.
- c) Right of rectification: You may have the right to correct your personal data. Depending on the processing purposes, you may have the right to fill in incomplete personal data, including the provision of an additional opinion.

d) Right of deletion ("Right to deletion"): Under certain circumstances, you may have the right to obtain a confirmation of deletion of your personal data and require us to delete this personal data.

e) Right to restriction of processing: Under certain circumstances, you may have the right to ask us to confirm the restricted processing of your personal data. In this case, the corresponding data is marked and can only be processed by us for certain purposes.

f) Right to data portability: Under certain circumstances, you may have the right to obtain the personal data from us that you have left in a structured, frequently used and machine-readable format, and you have the right to send this data to another company without assigning these from us.

g) Right of complaint: Under certain circumstances, you have the right to complain on the use of personal data and to require that we no longer process this data, on the basis of the respective particular situation.

If personal data is processed to engage in direct advertising, the person concerned has the right to lodge a complaint at any time against the processing of the data affecting them for the purpose of such advertising; this is also applicable for profiling, insofar as it relates to such direct advertising.

In this case, your personal data will no longer be processed for these purposes.