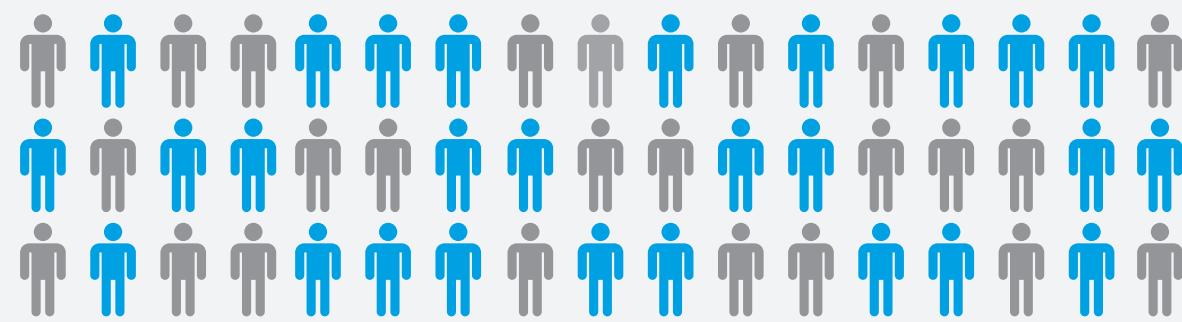


5 THINGS TO KNOW ABOUT GDPR AND HOW IT AFFECTS SALES



LEGITIMATE INTEREST IS THE BASIS

for lawful processing of the personal data of individuals with whom you have an ongoing business relationship.

When you get a data subject rights request, forward it immediately to

privacy@sap.com
FOR THE SAP DPPO TEAM TO
**TAKE IMMEDIATE
ACTION**

THE GDPR DOES NOT ONLY APPLY TO MARKETING

All customer-facing and partner-facing SAP employees process the personal data of individuals outside of SAP, and therefore must also comply with the regulation.



IS OF THE UTMOST IMPORTANCE TO SAP

SAP will apply the same highest standards to everyone worldwide, irrespective of their place of residence.

BEFORE

providing an SAP partner with the personal data of an individual outside of SAP,

**YOU MUST HAVE
AGREEMENT
FROM THE INDIVIDUAL.**