



Privacy Notice for PERI Partners and for Website / Social Media Audiences

PERI Romania SRL (hereinafter "PERI", "We" or "Us") is committed to respecting your privacy. To ensure transparency, we have developed this Privacy Notice (hereinafter "this Notice") to clearly communicate how we collect, use, disclose, protect, store, and transmit your personal data. We encourage you to take a moment to carefully read through this Notice. Should you have any inquiries or concerns, please feel free to contact us.

This Notice applies to PERI's business interactions with our prospective and existing customers, suppliers, other business partners, as well as website and social media visitors.

1 Responsible PERI Entity and Data Controller

Data controller is the responsible entity for the processing of your personal data outlined in this Notice. The contact details of the data controller are as follows:

PERI Romania SRL

Balotești, Calea Bucureștilor 4, Romania

info@peri.ro
www.peri.ro/

You can also directly contact our Data Protection Officer (DPO) / Group Data Protection Counsel if you have any concerns or inquiries regarding the processing of your personal data. The contact details are as follows:

Group Legal | Compliance | IPM

Rudolf-Diesel-Strasse 19

89264 Weissenhorn, Germany

Email: data.protection@peri.com

2 Types of Data Collected and Processed

The personal data collected and processed will depend on the context of your interactions with us and the services you use. The categories of personal data we collect and process include, with examples provided:

- **Contact and Company Information:** Full name, job title, salutation, position, company name, registration details, phone number, email, postal address, fax, communication preferences, and records of correspondence.
- **Transaction Information:** Details related to orders, offers, products or services, payment, tax IDs, shipping information, signed agreements, and billing data.
- **User Account Information:** Account name, email, user ID, login credentials, preferences, profiles, and activity logs.
- **Website Usage and Technical Data:** IP address, browser type, device identifiers, session data, and cookies as well as other online identifiers.
- **Personal Image:** Photo and video records.
- **Social Media Information:** Social media usernames, profiles, posts, comments, and other interactions with our social media accounts.

- **Event Participation Information:** Participation details for events such as exhibitions, trainings, or other online/offline campaigns, including data related to registration, preferences, feedback, and travel booking information.

We may obtain data about you from publicly and commercially available sources or collect data about you through third-party services to the scope permitted by law. This may include social media platforms, company profile databases, tenders, public records and other PERI Group companies.

3 Purposes and Usage of the Data Processing

In order to provide the services you request and to fulfill our contractual obligations to you and/or our legal obligations, we process the following personal data for the related purposes. Unless otherwise stated in this Notice, if you object to or restrict the collection and processing of your personal data for the purposes of providing these services or performing the contract, you may no longer be able to use the relevant service(s) or for us to fully perform the contract, in whole or in part.

- **Contract Fulfillment and Orders:** We process your Contact and Company Information, Transaction Information, User Account Information to manage contracts, carry out due diligence, handle invoicing and bookkeeping, deliver products and services, and provide customer support.
- **Account Management:** We process your User Account Information to create and manage your user account, including access to our services. If you have activated the Single-Sign-On feature (e.g., via Microsoft or Google), your login credentials remain with the provider and are not transferred to us. Please refer to your provider's terms for details (e.g., Microsoft Single-Sign-On).
- **Event Registration:** We process your Contact and Company Information and Event Participation Information to process your requests, register you for events, fulfill event terms and conditions, and manage activities such as event-specific contests or giveaways.

For purposes related to our legitimate (commercial) interests, we process the following categories of personal data for the associated purposes.

- **Customer Service:** We may process your Contact and Company Information, Transaction Information, User Account Information, Social Media Information and Event Participation Information to assist with inquiries about our products, services, or events you are engaged with.
- **Marketing and Promotional Activities:** We may process your Contact and Company Information, Social Media Information, and Personal Image to conduct marketing and promotional activities. This often includes taking group photos or videos of events you have participated in, sharing information about our products, services, and events that are similar to those you have previously ordered from us, gathering your feedback, sending printed brochures, and making posts and interactions with you on social media or websites.
- **Technical Operation and Maintenance:** We may process your User Account Information, Website Usage and Technical Data, and other non-personal metadata to perform technical operation and maintenance tasks and implement security measures, ensuring the smooth and secure use of our products and services.
- **Customer Experience Improvement and Business Analysis:** We may process your Contact and Company Information, Transaction Information, User Account Information, Website Usage and Technical Data, Social Media Information and Event Participation Information to conduct business analysis, risk management, internal learning, and statistical reporting for providing you with the best products and

services. Before processing for these purposes, we always implement pseudonymization or anonymization to the best of our ability, adhering to privacy-by-design and privacy-by-default principles.

On the basis of your separate and specific consent, we process the following personal data for the associated purposes. You can revoke your consent at any time with effect for the future. The lawfulness of data processing prior to your withdrawal remains unchanged.

- **Direct Marketing:** With your consent, we process your Contact and Company Information for direct marketing purposes, such as, newsletters or customer satisfaction surveys. You can withdraw consent at any time by clicking the “unsubscribe” button in our communications or contacting the provided contact.
- **Commercial Use of Personal Image:** With your consent, we take and post close-up Personal Image of you on our company’s social media accounts, websites, or other media for brand communication and sharing success stories. You can revoke your consent at any time under the conditions specified in the signed consent declaration form by reaching out to your contact person at PERI.

In addition, we may process your personal data as necessary to comply with legal obligations, including responding to data subject requests, fulfilling tax and accounting requirements, and asserting or defending our legal rights, as well as to prevent, detect, and pursue potential fraud or cyber-attacks.

4 Cookies and Similar Technologies

In our online service, we use 'cookies'—a term that encompasses not only traditional small text files stored on your device but also other similar technologies, including pixel technology and log file analysis. These cookies and technologies collectively facilitate various functionalities and tracking capabilities during your visit to our site.

We categorize our cookies based on their necessity: essential cookies are critical for the technical operation of our service, while functional and marketing cookies are not. You can manage your consent for these non-essential cookies at any time through our cookie banner or cookie settings.

If you wish to deactivate all cookies, this can be done through your browser settings. However, be aware that doing so may impact the website’s functionality. Deactivating cookies may restrict the capabilities of our online service since essential cookies are crucial for its technical operation.

4.1 Essential cookies

By 'essential cookies', we refer to cookies that are essential for the technical functioning of an online service. These cookies enable websites to remember your preferences, such as language, font size on your computer or mobile device, and other browser settings. As a result, you do not need to reconfigure your preferences every time you visit the site. Conversely, without these cookies, websites would treat you as a new visitor each time you load a page. We process the personal data obtained through the essential cookies exclusively for the purpose of providing you with a fully functional online service based on our legitimate interests. Detailed information about each essential cookie can be found at:<https://www.peri.ro/politici/politica-cookies.html>

4.2 Functional cookies

By 'functional cookies', we refer to cookies that are used to enhance the user experience and perform statistical analysis on an online service. These cookies are instrumental in integrating external services for location-based features, video/stream services, enriching the user interface and overall site functionality. They remember your preferences such as user name, language, or region, providing enhanced and more personal features. These cookies can also be used for services you have requested, like route planning or location-specific recommendations. The data collected through functional cookies may be anonymized, ensuring your browsing

activity on other websites is not tracked. While these cookies are not essential for the basic functionality of the website, they play a crucial role in enriching your online experience. We process the personal data obtained through functional cookies based on user consent, aiming to provide a more personalized and improved online service. Detailed information about each of the functional cookies used is provided at: <https://www.peri.ro/politici/politica-cookies.html>.

4.3 Marketing cookies

By 'marketing cookies', we refer to cookies that are specifically used for marketing purposes and to tailor advertising to individual users on an online service. These cookies track and analyze user behavior across various websites to deliver targeted advertising based on user interests. They enable the collection of information about your browsing habits, helping advertisers to understand your preferences and present you with ads that are more relevant to you. Marketing cookies may also be used to limit the number of times you see an advertisement and help measure the effectiveness of advertising campaigns. While these cookies are not crucial for the functioning of the website, they play a significant role in providing customized marketing content that aligns with user interests. We process the personal data obtained through marketing cookies based on user consent, aiming to enhance the relevance and effectiveness of the advertisements presented to you. Detailed information about each of the marketing cookies used is provided at: <https://www.peri.ro/politici/politica-cookies.html>

5 Social Plugins and Social Media

At PERI, we enhance our Service with the integration of social plugins, such as social media icons and “like” buttons, from various social networks. These plugins are specifically designed to foster user interaction and engagement, ensuring smooth integration with popular social platforms. It's important to note that these plugins remain inactive by default and only become operational when you explicitly choose to activate them, giving you full control over the sharing of your data.

We strongly encourage you to first familiarize yourself with how these platforms use your data before activating the social plugins. This proactive approach ensures that you are well-informed about the data handling practices of the social platforms. Upon activation, the plugins enable the transmission of data, which may include details of your site visit, browser information, and other relevant metadata. Additionally, when you engage with our social media accounts via these platforms, similar data processing activities may occur. Please be aware that PERI does not have control over the operational mechanisms of these social plugins, the data collection by the social platforms, or their subsequent processing and use of this data. For detailed insights into the data usage policies of these social platform providers, we advise consulting their respective privacy policies, which are listed below for your reference and understanding.

Privacy Policy of Each Social Platform

6 Data Sharing and Transfers

- **Disclosure to service providers:** We work with Group internal and external service providers, including payment services, IT support (including various IT services such as digital workplace solutions, ERP systems, and AI services for administrative support, e.g. translation), customer service agencies, warehousing service providers, marketing agencies, campaign organizers and repair companies, to provide you with the best and trouble-free services. They only have access to your personal data to the extent that this is necessary to fulfill their contractual obligations to us. Our service providers have been carefully selected and commissioned by us and are contractually bound. They will not process your personal data for any other purposes.

- **Disclosure to third parties:** We disclose your personal data to third parties only when necessary for the fulfillment of services requested by you. For instance, we may share your Contact and Company Information with logistics providers or product manufactures to deliver or collect equipment and products. Your Transaction Information may be exchanged securely with payment providers, banks or other financial institutions to process payments and credits. Additionally, your Event Participation Information may be shared with transportation or hospitality service providers to facilitate your travel arrangements. With a prior alignment with you, we may register your Contact and Company Information to invite you to join customer, industry, or supplier networks. Your Contact and Company Information and other insurance-related documents may also be shared with insurers or brokers for the handling of insurance claims and refunds.

In cases where local business follow-ups are required based on your request or interest, your Contact and Company Information may be shared with the relevant PERI Group company in your country to respond to your inquiry or interest in the best possible way. This may also include scenarios where one PERI Group company sells products or services on behalf of another PERI Group company, in which case your Contact and Company Information, User Account Information and Transaction Information may be shared with the relevant PERI Group company for order fulfillment, license registration, or service activation.

- **Legal or regulatory disclosures:** PERI may disclose your personal data to comply with the requirements of applicable laws and regulations, to respond to requests from regulatory authorities, courts or government agencies, or to assert or defend our legal rights.
- **Cross-border transfer:** Your personal data may be transferred to jurisdictions outside the territory defined by local data protection laws as constituting a 'cross-border' transfer. This could mean transfers outside the European Economic Area (EEA) when under EU jurisdiction, or outside the territorial boundaries of other countries as defined by their respective data protection laws. Such transfers will only occur when necessary or legally mandated, when you have provided explicit consent, and/or as part of our contractual obligations with you. We have implemented appropriate safeguards for these transfers, which includes transferring to countries recognized as having an adequate level of data protection by the respective jurisdiction, the execution of data processing/sharing agreements based on the model or standard contractual clauses, and other equivalent measures recognized or mandated by the respective jurisdiction, to ensure an adequate level of data protection.

7 Data Security

PERI is committed to protecting your personal data and take all necessary technical and organizational measures to ensure an appropriate level of security. Our employees and service providers are contractually obliged to maintain confidentiality and comply with applicable data protection laws.

In particular, we implement a range of safeguards to protect your personal data from unauthorized access, loss, destruction, manipulation, or disclosure. These include, for example:

- Administrative measures such as internal data protection policies and regular employee training;
- Technical measures such as access controls and permission management, encryption of personal data, secure logging, antivirus software, and other IT security programs;
- Physical measures such as access restrictions to IT systems, server rooms, and data archives.

Our security practices are continuously improved in line with technological advancements.

8 Data Retention and Disposal

We will not retain your personal data for longer than is necessary to provide our goods and services, fulfill the purposes set out in this Privacy Notice, and comply with legal obligations. Unless exceptions apply for unforeseen dispute resolution or legal claims, this includes adhering to the following specific retention periods, which are regularly reviewed to ensure ongoing compliance and relevance:

- **Contact and Company Information:** This information is processed for the handling and documentation of the partnership and is retained, after termination of the partnership, for the duration of the applicable statutory commercial retention and record-keeping obligations.
- **Transaction Information:** Your Transaction Information is retained in accordance with accounting and taxation laws, as well as our Group-internal bookkeeping requirements.
- **User Account Information:** Your User Account Information will be deleted no later than 13 months after the termination of your use of our services. Information processed for logging and security audit purposes will be retained only as long as necessary for system operations and securely deleted upon system decommissioning.
- **Website Usage and Technical Data:** These data are primarily processed during your visits to our websites or services. For additional details regarding data retention and storage via cookies and similar technologies, please refer to Section 4.
- **Personal Image:** Your Personal Image processed with your consent will be retained in accordance with the conditions outlined in the consent declaration form, taking into full consideration legal requirements regarding portrait rights and copyrights. Event imagery, such as photos or videos taken during your participation in events (with best efforts to avoid personal identification), will be maintained and processed in line with the rotation concept for marketing materials and as disclosed in our on-site notification.
- **Social Media Information:** Social media posts and interactions will be processed in accordance with the terms and conditions of each respective social platform. For more information about privacy terms on these platforms, please refer to Section 5.
- **Event Participation Information:** Your Event Participation Information will be deleted once it is no longer required for post-event follow-up and no statutory retention or limitation periods apply.

9 Data Subject Rights

Should you wish to exercise your data subject rights, you can always contact us using the contact information provided in Section 1 of this Notice.

You have the following rights regarding your personal data:

- **Right to access:** You can request confirmation as to whether or which personal data concerning you is being processed and, if applicable, obtain a copy of the personal data processed about you.
- **Right to data portability:** You can request personal data that you have provided to us in a machine-readable format under the conditions permitted by law.
- **Right to erasure** (,Right to be forgotten'): You can have your data deleted under the conditions permitted by law.
- **Right to rectification:** You can have your inaccurate data corrected and incomplete data completed.
- **Withdrawal of consent:** You can revoke a given consent to the processing of your personal data, without affecting the lawfulness of processing based on consent prior to its withdrawal.
- **Right to object:** You can object to the processing of your personal data under the conditions permitted by law.

- **Right to restriction:** You can ask us to restrict the processing of your personal data under the conditions permitted by law.
- **Right not to be subject to automated decision-making:** You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. Please note that our current practices do not involve making such automated decisions, but should this change, you will retain this right and be duly informed of any such processing.
- **Right to lodge a complaint:** You have the right to lodge a complaint with your local data protection supervisory authority or the authority where PERI is based.

10 Changes to this Notice

We reserve the right to update this Privacy Notice as necessary to align with operational, technical and legal changes. Should there be any material modifications that substantially impact the processing of your personal data, we will keep you informed through individual notification or by posting an updated Notice on this website. Historical versions of this Privacy Notice can be accessed by contacting us using the contact information provided in Section 1 of this Notice.

Last Update: May 25th 2026