

DENSO IAA Mobility 2023 Privacy Notice

Last updated on 01 September 2023

Please carefully read this Privacy Notice. It is to inform you about how your personal data is being used in relation to our photo, video and audio recordings at the IAA Mobility 2023 event.

Personal Data

Your personal data is any information which uniquely identifies you, such as your name, ID number and email address, as well as video and audio recordings of you. You are known as a **Data Subject**, and DENSO is the **Data Controller**, because DENSO controls your personal data (the video and audio recordings).

Some types of personal data have to be specially protected because of how risky it is to your rights. This includes data about your health, sexual life, political beliefs, religion, race, gender and biometrics (DNA, fingerprint, retina, etc.). This is called **Sensitive personal data**.

As a Data Subject, you have certain rights and protections under data privacy/data protection law within the European Union (EU). The purpose of this Privacy Notice is to properly inform you about how your personal data is processed during DENSO's photo, video and audio recordings at the IAA 2023 event.

DENSO is committed to respecting your privacy and protecting your personal data, as a Data Subject. If you have any questions about this Privacy Notice, or how we process your personal data at the IAA Mobility 2023 event (explained below), please contact us at privacy@eu.denso.com . Or you can also contact our Data Protection Officer at eu_dnde_dpo@eu.denso.com .

1. WHAT ARE WE DOING?

The purpose of processing your personal data is to cover our DENSO press conference and to document our participation in the IAA Mobility 2023 event.

Photo, video and audio recordings of you may occur because you are also present during our exhibition and press conference, and are detected by our cameras and recording equipment.

2. INFORMATION ABOUT YOU (the personal data that we may collect from you)

Our cameras and recording equipment may directly collect/process your following personal data:

- Physical images of you, if you are within our camera's field of view; and/or
- Audio recordings of you, if you vocally participate during audio recordings (e.g. speeches, questions to DENSO speakers, etc.)

Please note that all of this is subject to our reasonable retention (i.e. storage) period (in section [6](#) below), and subject at all times to your full rights as Data Subjects (covered in section [7](#) below).

3. LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA

We will only process personal data when the law allows us to. This is mainly covered by the following situation:

- Where it is necessary for DENSO's legitimate business interests, **if your** interests and fundamental rights, as Data Subjects, do not override those legitimate business interests- this means that your interests and fundamental rights come **first**

We require all our third parties to respect the security of your personal data and to treat it in accordance with the law. We do not give permission to any of our third-party service providers to use your personal data for their own purposes, and we only allow them to process your personal data for the specified purposes which we have agreed with you. On that basis, they can then only process your personal data according to our instructions. Our instructions are always linked to the legal basis covered above.

4. WHERE WE PROCESS PERSONAL DATA

DENSO will only process your personal data within our organization, and to a more limited extent, on our DENSO EU social media platforms: LinkedIn, Instagram and Facebook.

This means that your personal data may be accessible by DENSO staff, and social media connections operating outside of the EU. Please note however, all personal data shared within the DENSO Group, is covered by our DENSO Intra-Group Data Transfer Agreement, which ensures the right contractual and organizational protection of your personal data within DENSO companies. Any third party processor/s is/are listed below in section [8](#) and they also have committed to only process your personal data within the EU, or in any case, in full compliance with EU law. Our internal IT systems, as well as our company policies and operating procedures provide the right level of technical and organizational protection of your personal data and privacy.

5. HOW WE PROTECT PERSONAL DATA

All information provided about you to DENSO is stored on secure servers but the following measures are also used to protect your personal data:

- All data is encrypted when being transferred (in transit) or in storage (at rest)
- Only information needed to fulfill necessary tasks is presented to service operators
- All data access has an audit trail

6. HOW LONG WE KEEP PERSONAL DATA

Video recordings of events are usually archived or stored for up to three years. This is still subject to your rights as Data Subjects, referred to in section [7](#) below.

In all cases, we will never keep your personal data longer than allowed under law.

7. WHAT ARE YOUR RIGHTS

As a Data Subject, you have certain rights under Articles 12-23 of the [General Data Protection Regulation \(GDPR\)](#), which you may freely exercise at any time by contacting us through our [web form](#).

If you contact us to exercise a right, we will complete it within the usual 1 month time frame legally required, unless the request is exceptional. Please consider that we will be able to satisfy deletion requests only if and when we are **not** obliged to keep that information under law, or reason of public interest.

For any queries on how we have handled personal data, or to have the matter investigated: privacy@eu.denso.com .

At all times, Data Subjects have an absolute right to refer matters about how we process your personal data to your local Data Protection Authority.

8. THIRD PARTIES AND THIRD-PARTY LINKS

As part of event recording, it is necessary for us to use third parties, and they will also process your personal data, according to our specific legal instructions. They are also legally obliged to protect your personal data and privacy when doing so. A list of these third parties is at the end of this section.

List of Third Party Processors:

THIRD PARTY PROCESSOR NAME
1. Siemiefilms.nl
2. Martin Leissl Photography
3. Bastian Fischer Foto & Video
4. LinkedIn
5. Facebook
6. Instagram