Controller / Data Protection Officer

Regarding the processing of your Personal Data in connection with this internet presence, we are the "Controller" within the meaning of Article 4 (7) of the General Data Protection Regulation (GDPR).

In this function we can be reached as follows:

SEGGER Microcontroller GmbH
Ivo Geilenbrügge and Hendrik Sawukajtis
Managing Directors
Ecolab-Allee 5
40789 Monheim am Rhein
Germany

Phone: +49-2173-99312-0
E-mail: dataprotection@segger.com
Website: www.segger.com

This Privacy Policy applies to this internet presence operated by us (hereinafter also referred to as "website") as well as to further processing activities in connection with advertising and communication of our firm described below. Should offers from other providers ("Third Party Offers") be accessible from our website, our Privacy Policy does not apply to these Third Party Offers. In this case we are also not controller regarding the processing of your Personal Data within the context of such Third Party Offers as defined in Article 4 (7) GDPR.

Definitions

Under the applicable data protection rules, various terms which are crucial for the understanding of such rules are defined. Definitions of the most important terms may be found in Article 4 GDPR:

'Personal Data' means any information relating to an identified or identifiable natural person.

'Data Subject' is an identifiable natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

'Processing' means any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

'Controller' means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the Processing of Personal Data; where the purposes and means of such Processing are determined by Union or Member State law, the Controller or the specific criteria for its nomination may be provided for by Union or Member State law.

'Consent' of the Data Subject means any freely given, specific, informed, and unambiguous indication of the Data Subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the Processing of Personal Data relating to him or her.

'Restriction of Processing' means the marking of stored Personal Data with the aim of limiting their Processing in the future.

'Profiling' means any form of automated Processing of Personal Data consisting of the use of Personal Data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

'Processor' means a natural or legal person, public authority, agency, or other body which processes Personal Data on behalf of the Controller.

'Recipient' means a natural or legal person, public authority, agency, or another body, to which the Personal Data are disclosed, whether a Third Party or not. However, public authorities which may receive Personal Data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as Recipients; the Processing of those data by those public authorities shall be following the applicable data protection rules according to the purposes of the Processing.

'Third Party' means a natural or legal person, public authority, agency or body other than the Data Subject, Controller, Processor and persons who, under the direct authority of the Controller or Processor, are authorized to process Personal Data.

If there is no recipient mentioned below there will be no transfer of the collected data to any Third Party.

Retention Period and Deletion of Personal Data

Even if the storage and Processing of Personal Data is legally permitted under relevant data protection rules, however, it is not allowed for an unlimited period of time but is subject to retention periods. For instance, if data are no longer needed for the appropriate fulfillment of any contractual obligations or for the compliance with any retention period under applicable tax law such data are to be deleted. For the concrete amount of time, we store your Personal Data, read below.

SEGGER has implemented a process and standards for the deletion of Personal Data in accordance with the applicable data protection rules including the GDPR. This process involves a regular scrutiny of the relevant retention periods for the storage of Personal Data and their deletion when such retention periods are expired unless other reasons require the further storage of such data.

Nature and Scope of Data Processing in Detail

1. Data collected for safety purposes

Nature and purpose of data processing
For safety purposes we process the following Personal Data:

- IP address
- Internet service providers
- Time of access

Recipient
Your data will be forwarded to our contractual processor, that hosts our website. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
Processing of the above Personal Data is necessary in the meaning of Article 6 (1) lit. f GDPR because we need to ensure that cyber-attacks or fraud can be tracked.

Retention period
We store the above Personal Data for 14 days.

2. Processing of access data

Nature and purpose of data processing
You may visit our website without providing any personal information. We merely store the following access data in server log files:

- Host name of accessing computer, IP address (anonymised)
- Date and time of website retrieval
- Type of browser
- Operating system
- Referrer URL (website previously visited)

The IP address can be Personal Data due to the fact that, under certain circumstances and with information provided by the respective internet provider, it is possible to identify the specific individual that has used the internet access. However, we process and store the IP address solely in anonymised form, without reference to a specific individual.

Recipient
Your data will be forwarded to our contractual processor, that hosts our website. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
The processing of your Personal Data above is necessary for you to use our website. Therefore, the legal basis is Article 6 (1) lit. f GDPR.

Retention period
The above listed data will be deleted as soon as they are no longer necessary for the purpose for which they are collected. Where data are collected only for the provision of the website, this is principally the case when a session ends.

3. Newsletter

Nature and purpose of data processing
SEGGER offers newsletters for subscription. In the newsletters SEGGER keeps its customers, users and other interested persons informed about SEGGER´s most recent offers and products. For the subscription process, Personal Data of the users such as e-mail addresses are requested in order to ensure the accurate transmission of the newsletter. These data are also needed to initiate the confirmation process that the owner of the e-mail address is authorized to receive the newsletter. The data collected are needed to secure accurate transmission of such notification to the user.

If you sign up for our e-mail newsletters on our website, we will process the following Personal Data:

- E-mail address
- First and last name
- Last modification date of the data record
- Date of subscription
- Date of opt-in confirmation
- Date of cancellation
- Date of the last email sent to this user
- History of newsletters sent to this user

Your e-mail address and the choice of topics are processed for the dispatch of newsletters by e-mail to you. The provision of these data is necessary to receive our newsletter. The processing of further data serves documentation purposes and to provide evidence of your subscription. Additional details regarding your first and last name including title and regarding the company for which you act and the position you hold may be provided optionally. If you provide us with such data, we will use them to personalise our e-mails to you as well as to create a newsletter offer in your interest and benefit.

Recipient
Your data will be forwarded to our contractual processor, that hosts our website which you can use to subscribe to our newsletter. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
The decision to sign up for our newsletter and to provide Personal Data is based on your consent. Therefore, the processing of your Personal Data in the first place is based on Art. 6 (1) a GDPR. We use the double opt-in procedure. This means that after registering, you will receive an e-mail in which you will first be asked to confirm your registration by clicking on a link. This confirmation is necessary so that nobody else can register for our newsletter with your e-mail address. Your registration will only become effective after confirmation.

Logging your IP address as well as date and time of your consent and confirmation that you have taken note of our Privacy Policy is carried out based on our legitimate interest according to Article 6 (1) lit. f GDPR in being able to document - and in cases of doubt provide evidence of - your consent to receiving the newsletter.

You have the right to withdraw your consent at any time with effect for the future. You can unsubscribe from our newsletters at any time, via a link provided for this purpose in each newsletter or by e-mail to the following address: dataprotection@segger.com

Retention period
You may withdraw your consent to receive our newsletter by unsubscribing at any time with effect for the future. In this case we will erase the data you have provided in connection with the subscription of the newsletter insofar as there are no statutory retention responsibilities or we are not otherwise entitled to store.

4. Blog Posts Subscription

Nature and purpose of data processing
The blog offered by SEGGER provides additional information about SEGGER and its products. In case a user wants to receive a notification when a new blog entry is added, the user can subscribe to the blog.

The data collected in this process is handled in the same way as the data collected for the newsletter. The data collected are needed to secure accurate transmission of such notification to the user.

If you subscribe to our blog, we will process the following Personal Data:

- Email-address
- Name
- Time of subscription

Recipient
Your data will be forwarded to our contractual processor, that hosts our website which you can use to subscribe to our blog posts. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
The decision to subscribe to our blog and to provide Personal Data is based on your consent. Therefore, the processing of your Personal Data is based on Art. 6 (1) a GDPR. We use the double opt-in procedure. This means that after subscribing, you will receive an e-mail in which you will first be asked to confirm your subscription by clicking on a link. This confirmation is necessary so that nobody else can subscribe for our blog posts with your e-mail address. Your Subscription will only become effective after confirmation.

You have the right to withdraw your consent at any time with effect for the future. You can unsubscribe from our blog at any time, via a link provided for this purpose in each blog notification or by e-mail to the following address: dataprotection@segger.com

Retention period
You may withdraw your consent to receive our blog notification by unsubscribing at any time with effect for the future. In this case we will erase the data you have provided in connection with the subscription insofar as there are no statutory retention responsibilities or we are not otherwise entitled to store.

5. Notification System on Software Updates

Nature and purpose of data processing
SEGGER has installed a system for software update notifications. Users may subscribe to this system to receive information related to the specified product and its software releases. Like the newsletter, Personal Data of the users such as e-mail addresses are required in order to ensure the accurate transmission. Such data will only be used for the transmission of the notification and will not be transferred to Third Parties as Recipients. The user may, at any time, revoke the Consent to the data Processing and may unsubscribe from the notification system.

If you sign up for our notification system on our website, we will process the following Personal Data:

- Name
- E-mail address
- Name of your Company
- Date of registration
- Date of activation
- Subscribed notifications based on group IDs

- IP address

Recipient
Your data will be forwarded to our contractual processor, that hosts our website which you can use to subscribe to notifications on software updates. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
The decision to subscribe to our notifications on software updates and to provide Personal Data is based on your consent. Therefore, the processing of your Personal Data in the first place is based on Art. 6 (1) a GDPR. We use the double opt-in procedure. This means that after subscribing, you will receive an e-mail in which you will first be asked to confirm your subscription by clicking on a link. This confirmation is necessary so that nobody else can subscribe for our notifications with your e-mail address. Your subscription will only become effective after confirmation.

Logging your IP address as well as date and time of your consent, choice of notification you would like to receive and confirmation that you have taken note of our Privacy Policy is carried out based on our legitimate interest according to Article 6 (1) lit. f GDPR in being able to document and in cases of doubt provide evidence of your consent to receiving the notification.

You can unsubscribe from our notifications at any time by e-mail to the following address: dataprotection@segger.com

Retention period
You may withdraw your consent to receive our notifications by unsubscribing at any time with effect for the future. In this case we will erase the data you have provided in connection with the subscription of the newsletter insofar as there are no statutory retention responsibilities or we are not otherwise entitled to store.

6. Product Registration

Nature and purpose of data processing
Customers of SEGGER may register the hardware product they acquired from SEGGER. This allows the authentication of the customer when support is requested. The form on the SEGGER website, which is to be filled in during the registration process, only collects such Personal Data which are indispensable for such authentication. The customer, by filling in the form, consents to the storage and Processing of such data, this Consent being revocable at the customer´s sole discretion at any time. The storage and the Processing of such data does not involve any transfer to Third Parties nor the use for other purposes.

In this case we process the following Personal Data:

- Name
- E-mail address
- Name of your company
- Country
- Serial number
- Date of registration
- Date of activation
- Subscribed notifications based on group IDs

- IP address

Legal basis
In this case the processing is based on Article 6 (1) lit. f GDPR. It is important to process the abovementioned data during the registration. Only for registered products support is possible. Therefore, the processing is as well in your interest. Insofar as the processing is necessary for the fulfilment of a contract, especially the support, with you, the legal basis is Article 6 (1) lit. b GDPR.

Retention period
The above listed data will be deleted as soon as they are no longer necessary for the purpose for which they are collected. If data is processed based on your consent, the data will be deleted immediately after you withdraw your consent.

7. Contact – Get in touch with SEGGER

Nature and purpose of data processing
The website of SEGGER offers the possibility to contact SEGGER by clicking the link “Contact Us”. The Personal Data provided by the Data Subject during such contact are stored to secure and to facilitate the purpose of the visitor´s contact with SEGGER.

We process such Personal Data you have deliberately provided when you established contact with us. For your request we process the following Personal Data:

- Your Company/Organisation
- Name
- E-mail address
- Phone number
- Country
- Confirmation that you have taken note of our Privacy Policy

Such data are processed only for the correspondence with you and for the purpose for which you have made the data available, always in the context of this communication, as for instance to process your request or to contact you at your request.

Recipient
Your data will be forwarded to our contractual processor, that hosts our website which you can use to get in contact with us through the contact mask. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
In this case the processing is carried out with your consent pursuant to Article 6 (1) lit. a GDPR. Insofar as the processing is necessary for the fulfilment of a contract with you or for the implementation of pre-contractual measures upon your request, the legal basis is Article 6 (1) lit. b GDPR.

You have the right to withdraw your consent at any time with effect for the future.**Retention period**

After completion of your request, your data are blocked for further use and erased upon expiry of any retention terms, if so required, unless you have given your express consent to further use of your data, or unless we are otherwise entitled to store them.

8. Request authorized return of your hardware products

Nature and Purpose of data processing
With regard to the German regulations of the ElektroG, based on the EU Directive 2002/96/EC of the European Parliament and the EU Council on Waste Electrical and Electronic Equipment (WEEE) and the revised EU Directive 2012/19/EU, there is an obligation for SEGGER Microcontroller GmbH to offer its B2B customers according to section § 7a ElektroG a recycling process when they become waste. To comply with these regulations SEGGER offers the possibility to request an authorized return of customer's hardware products. For your request we process the following personal data:

- Company/Organization
- Address
- Country
- Name
- Email address
- Phone number (optional)

Legal Basis
As SEGGER is obliged to take back the waste of their hardware products the processing of your data is necessary to comply with the aforementioned regulations, the legal basis is Art. 6 (1) lit. C GDPR.

Retention period
The above listed data will be deleted as soon as they are no longer necessary for the purpose for which they are collected.

9. Submit a vulnerability report

Nature and purpose of data processing
SEGGER offers the possibility to submit a vulnerability report regarding SEGGER's software. The report can be submitted via email to psirt@segger.com or the submitter can fill in a form. In this form on the SEGGER website we process the following personal data:

- Name
- Email address
- Company (optional)
- Company address (optional)

Such data is only processed for the communication regarding potential vulnerabilities found in the SEGGER software.

Legal Basis
The processing is carried out with your consent pursuant to Article 6 (1) lit. a GDPR. You have the right to withdraw your consent at any time with effect for the future.
Insofar as the processing becomes necessary with a legal obligation (e.g. Cyber Resilience Act), the processing is based on Art. 6 (1) lit. C GDPR.

Retention Period
Your personal data will be stored for the duration of a final review and possible communication resulting from your submission. We will delete your personal data immediately after you withdraw

your consent. Your personal data will only be stored longer if we are entitled or obligated by law to do so.

10. Download Section, registration requirement

Prior to the use of all SEGGER software - regardless of whether it can be downloaded free of charge from SEGGER's website or its use is subject to a paid license - the acceptance of the related license agreement is required from the user (see https://www.segger.com/purchase/licensing/). In addition to that, some SEGGER software or material provided as download from SEGGER's website might require a registration prior to the download, use or receipt of the software or material. If such registration is required during the registration process, only those Personal Data (i.e., name and e-mail address) are collected from the user which are needed to handle the download process.

Nature and purpose of data processing
For your registration and to ensure that you have access to the downloads we process the following Personal Data:

- Name of downloaded data
- Time of download
- IP address
- User-Agent

We process the following data if you are a registered user:

- E-mail address
- First name
- Last name
- Country
- Company name
- City
- Hash of user password
- User-state (active, inactive, blocked
- Time of activation
- Time of last activity
- List of downloaded data (incl. time)

We process the following data additionally for protected downloads:

- Address
- Postal Code
- Job title
- Phone number

Recipient
Your data will be forwarded to our contractual processor, that hosts our website which you can use to download our software. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
Registration is necessary for the company to be able to track who is using the free software. Based on this, the company can align its corporate strategy and marketing campaigns. For this reason, the company has a legitimate interest in processing this personal data. Therefore, the legal basis is Article 6 (1) lit. f GDPR. Insofar as the processing is necessary for the fulfilment of a contract with you or for the implementation of pre-contractual measures upon your request, the legal basis is Article 6 (1) lit. b GDPR.

You have the right to withdraw your consent at any time with effect for the future.

Retention period
After completion of your request, your data are blocked for further use and erased upon expiry of any retention terms, if so required, unless you have given your express consent to further use of your data, or unless we are otherwise entitled to store them.

11. SEGGER forum

Nature and Purpose of data processing
To participate in our forum and to maintain the users, we process the following Personal Data:

- E-mail address
- Name
- Time of registration
- Potentially Personal Data that the users write down in the forum

Recipient
Your data will be forwarded to our contractual processor, that hosts our website which you can use to participate in our SEGGER forum. An order processing contract in accordance with Art. 28 GDPR ensures that your data is secure.

Legal basis
In this case the processing is carried out with your consent pursuant to Article 6 (1) lit. a GDPR. We use the double opt-in procedure. This means that after registering, you will receive an e-mail in which you will first be asked to confirm your registration by clicking on a link. This confirmation is necessary so that nobody else can register for our forum with your e-mail address. Your registration will only become effective after confirmation.

You have the right to withdraw your consent at any time with effect for the future.

Retention period
To ensure that you have access to the forum, we store your Personal Data until you withdraw your consent. You have the right to withdraw your consent at any time with effect for the future.

12. License Activation

Nature and purpose of data processing
In cooperation with qualified silicon vendor partners, users may register to receive a free device based commercial use license for a SEGGER product. The input form used for this registration process determines what Personal Data are transmitted.

We process the following Personal Data:

- Name
- E-mail address

Legal basis
In this case it is necessary to process your data to fulfil contractual obligations. Therefore, the legal basis is Article 6 (1) lit. b) GDPR.

Retention period
We process your Personal Data until the contract is terminated. After termination we will delete your Personal Data. We will process your Personal Data only longer if it is required by law.

13. Data collected for statistical purposes

SEGGER internally collects information on the browser types, operating systems, websites, and sub-websites, from which SEGGER´s website is reached, the date and time of access and the IP addresses used by the Data Subject. These data are processed anonymously and separately from any data you may have given to SEGGER during registration, for newsletter purposes or for the use of other functionalities of the SEGGER website.

14. Applicant data

Nature and purpose of data processing
The Controller will collect and process the Personal Data of applicants for the purpose of the Processing of the application. If the Controller concludes an employment contract with an applicant, the submitted data will be stored for the purpose of Processing the employment relationship in compliance with legal requirements. If no employment contract is concluded with the applicant by the Controller, the data related to the application will be deleted according to applicable law.

Your data will only be used for the decision on whether to establish an employment relationship with you and are internally forwarded only to the responsible contact persons who will decide on the staffing of the position you are interested in. If you do not apply for a specific vacancy (unsolicited application), we will use your data for all positions which are vacant at the time of your application and which meet your requirements or requests.

If you apply for a job through our website, we will collect the following data during this process:

- Last name and first name
- E-mail address
- Further information and documents such as cover letter, curriculum vitae, certificates, etc. which you have provided to us in the context of your application. These information may include additionally:
    - Gender
    - Birthday
    - Place of birth
    - Picture of you
    - Marital status
- Nationality

- Qualifications
- Certificates
- Graduation
- Address
- Bank details
- Highest professional education

The provision of these data is necessary for your application.

Legal basis
We are entitled to data processing for this purpose pursuant to Article 88 GDPR in conjunction with section 26 (1) 1 German Federal Data Protection Act (*BDSG*).

Retention period
We will erase your data after completion of the application process upon expiry of a retention period of 6 months.

15. WebShop

Nature and purpose of data processing
SEGGER processes your Personal Data if you order a product in the web shop. To be able to process your order and your payment and in case you decide to register in our WebShop, SEGGER processes the following Personal Data:

- E-mail address
- Name
- Company
- Invoice Address
- Shipping Address
- VAT ID
- Date of registration
- Date of activation
- Payment details/ Data on means of payment

Recipient
The Personal Data is processed by a service provider located in The Netherlands. Whenever you buy something in our WebShop, we forward your data to the respective bank.

Legal basis
To fulfil the obligations of the contract it is necessary to process the above-mentioned Personal Data so you will receive your ordered products(s). Therefore, the processing is based on Art. 6 (1) lit. b GDPR.

Retention period
We process your Personal Data as long as you are registered in our Web Shop or as long as you do not withdraw your consent. We will process your Personal Data only longer if it is required by law.

16. Embedded Studio Server

Nature and purpose of data processing
To make sure that you have installed the latest and safest version of Embedded Studio and for statistical purposes, it is important that Embedded Studio communicates with our update server. During this communication, we process the following data:

- IP address
- Time of request
- Activation number
- Date of activation

Retention period
Unless required by law, we will not retain your information for longer than one month. To make sure your Personal Data is safe, we will anonymize your Personal Data after one month. After the anonymization all your Personal Data will be deleted.

We will, of course, delete your Personal Data before the end of one month if we are legally obliged to do so.

Legal basis
The processing of your data is necessary for the purposes of our legitimate interests according to Art. 6 (1) lit. f GDPR. It is in our and your interests that we process your data while Embedded Studio is communicating with our server to make sure that you have installed the latest version of Embedded Studio. This is especially for safety reasons, because we try to make new versions safer, and we fix, in case we find any, security lacks within new versions.

It is also in our interest to process your data for statistical purposes according to Art. 6 (1) lit. f GDPR. The statistics will help us to make Embedded Studio even safer and more user-friendly. With these statistics, we can further improve our service.

17. J-Link Update Server

Nature and purpose of data processing
SEGGER collects certain set up information of the J-Link operated by the Data Subject for the communication with SEGGER's J-Link update server. Additionally, we use the data for statistical purposes. The following Personal Data is processed:

- IP address,
- J-Link serial number,
- Country

Legal basis
The legal basis for processing this data is Art. 6 (1) lit. f GDPR. Processing your IP address is necessary to block spammer and hackers. Processing your J-Link serial number and your country is necessary for us as a company to understand our customers in the best way possible and to improve our customer service based on this information. Therefore, we use the data to make statistics. It is in our and your interests that we process your data while your J-Link is communicating with our update server to make sure that your J-Link runs with the newest software version. This is especially for safety reasons,

because we try to improve our products and make them safer. Therefore, it is necessary to process your data.

Retention period
Unless required by law, we will not retain your information for longer than necessary for the abovementioned purpose. The IP address will be deleted after 24 hours. This will normally be for the time you use your J-Link. We will, of course, delete your data before the legitimate interest ceases to exist if we are legally obliged to do so.

18. Amplifa ai

Nature and purpose of data processing
For the purpose of initiating business relationships, presenting products and services, and identifying potential business opportunities, the following personal data is processed:

- First name, last name
- Business email address
- Position/role within the company
- Company name
- Publicly available business-related information
- LinkedIn profile
- Information regarding interactions with emails

Recipient
The data is stored by the Controller and processed exclusively for the purposes stated above. In addition, the personal data is processed by our data processor, amplifa.ai. A Data Processing Agreement pursuant to Art. 28 GDPR has been concluded with the data processor.

Legal Basis
The legal basis for the processing is the legitimate interest of the Controller pursuant to Art. 6(1)(f) GDPR. The company pursues the following legitimate business interests in processing the personal data:

- Acquiring new customers
- Efficient execution of sales activities
- Scaling business development through the use of digital and AI-powered tools
- Targeted and resource-efficient outreach to potential business customers

Retention Period
The data will generally be stored only for as long as the legitimate interest exists or until the data subject objects to the processing of their personal data. Any storage beyond this period will only take place if there are statutory retention obligations.

19. Data Transfer to Third Parties

Nature and purpose of data processing
SEGGER may transfer Personal Data to Third Parties, for instance, if such transfer is necessary for the performance of a contract as agreed by the customer as a Data Subject.

SEGGER informs you that - if you are domiciled in the USA, Canada or China - SEGGER Microcontroller Systems LLC or SEGGER China Co., Ltd., each a SEGGER subsidiary, will answer your questions and process your orders and inquiries. SEGGER also cooperates with distributors worldwide which may contact you about your requests. SEGGER has committed SEGGER Microcontroller Systems LLC, SEGGER Microcontroller China Co., Ltd., and certain distributors to adhere to appropriate data protection standards by special agreements. SEGGER may transfer your Personal Data to SEGGER Microcontroller Systems LLC, SEGGER China Co., Ltd., or to those distributors with which such agreements have been concluded.

We inform you that countries outside the European Union, for which the Commission has not issued an adequacy decision, have a lower standard for processing Personal Data. If those countries process your Personal Data, there is a higher risk your Personal Data will be misused.

Furthermore, it is possible that the data may be passed on to a distributor located in the region of the (potential) customer when a contact request is made. Depending on the location from where in the world the request is received, personal data may be passed on to a local distributor in order to process the contact request in the best possible way.

Legal basis
SEGGER transfers Personal Data outside the European Union only based on an adequacy decision (Art. 45 GDPR), your consent (Art. 49 (1) lit. a) GDPR, data transfer agreements using the standard data protection clauses adopted by the Commission (Art. 46 (2) lit. C) GDPR) or insofar as the transfer of your Personal Data is necessary to fulfil contractual obligations based on Art. 49 (1) lit. b GDPR. You can withdraw your consent at any time for the future.

In addition, we use standard contractual clauses in place with companies outside the EU to ensure that your Personal Data is secure.

In case the data is transferred to a distributor located in the European Union the legal basis is either Art. 6 (1) lit. b GDPR or Art. 6 (1) lit. f) GDPR, depending on the request.

20. Social Network Linking

On our website, reference is made to social networks such as Facebook, X (Twitter), YouTube, and LinkedIn. You may click on the link of the respective social network while you are visiting our website. If you click on such a link while visiting our website the network may register your visit of our website. Personal Data may be transferred to the respective social network during your visit of the network according to the terms and conditions of such social network. By clicking on such a link, you leave our website, and we are no longer controller of the data processing.

21. Cookies at SEGGER

We use cookies and similar software tools such as HTML5 Storage or Local Shared Objects (together "cookies") to identify your interests and particularly popular areas of our websites and use this information to improve the design of our websites and make them even more user-friendly.

1. Functions and use of cookies

a. Cookies are small files that are placed on your desktop, notebook, or mobile device by a website you visit. From this we can, for example, recognize whether there has already been a connection between your device and our websites, or which language or other settings you prefer. Cookies may also contain Personal Data.

b.

You can also visit our website without consenting to the use of cookies. This means that you can refuse such use and delete cookies at any time by making the appropriate settings on your device or in the cookie set up. This is done as follows:

1. Most browsers are pre-set to automatically accept cookies. You can change this setting by activating the setting *do not accept cookies* in your browser.
2. You can delete existing cookies at any time. You can find out how this works in detail in the instructions of your browser or device manufacturer.
3. Like the use of cookies, their rejection or deletion is also linked to the device used and also to the browser used in each case. You must therefore reject or delete the cookies separately for each of your devices and, if you use several browsers, also for each browser.

   Please consult your web browser's "Help" documentation for more information about how to turn cookies on and off for your browser.

c. If you decide against the use of cookies, it is possible that not all functions of our websites are available to you or that individual functions are only available to you to a limited extent.

d. We categorize cookies as follows:

Essential cookies (type 1)

These cookies are absolutely necessary for the functions of the web pages. Without these cookies we would not be able to offer you services.

Functional cookies (type 2)

These cookies facilitate the operation and improve the functions of the web pages.

Performance cookies (type 3)

These cookies collect information about how you use our website. This enables us to identify which parts of our Internet offer are particularly popular and thus improve our offer for you.

Third-party cookies (type 4)

These cookies are set by third parties, e.g., social networks such as Facebook, Twitter, and Google+, whose content you can integrate via the "social plug-ins" offered on shop.segger.com and blog.segger.com.

2. Cookies on www.segger.com

Cookieconsent_status (type 3)

It is set automatically upon closure of the "Use of cookies" information layer. This cookie stores information whether the user closed the information layer.

cb-enabled (Cookie Policy) (type 2) expires after 365 days

Indicates that you agree with the usage of cookies on our webpages. It is set automatically upon closure of the 'Use of cookies' information layer. If this cookie exists, the information layer will not be shown again for the next 12 months.

fe_typo_user (type2) expires after session

This cookie name is associated with the Typo3 web content management system. It is generally used as a user session identifier to enable user preferences to be stored, but in many cases, it may not actually be needed as it can be set by default by the platform, though this can be prevented by site administrators. In most cases it is set to be destroyed at the end of a browser session. It contains a random identifier rather than any specific user data.

PHPSESSID (type 1) expires after session

Cookie generated by applications based on the PHP language. This is a general purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages.

3. Cookies on forum.segger.com

wcf21_cookiehash (type 2) expires after session

Indicates that you agree with the usage of cookies on our webpage.

wcf21_password (type 2) expires after session

This cookie is set by logging in to your personal account on forum.segger.com.

wcf21_userID (type 2) expires after session

This cookie is set by logging in to your personal account on forum.segger.com.

_pk_id (type 3) expires after 13 months

This cookie is used to store details about the user such as the unique visitor ID for statistical purposes.

_pk_ses (type 3) expires after 30 minutes

Cookie for the purpose of statistical analysis of visitor access

4. Cookies on blog.segger.com

gdpr[consent_types] (type2) expires after 365 days

Stores information about your individual privacy settings.

gdpr[allowed_cookies](type2) expires after 365 days

Indicates that you agree with the usage of cookies on our webpage.

gdpr[privacy_bar] (type 2) expires after 365 days

This website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer/device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

_pk_id (type 3) expires after 13 months

This cookie is used to store details about the user such as the unique visitor ID for statistical purposes.

_pk_ses (type 3) expires after 30 minutes

This cookie is for the purpose of statistical analysis of visitor access.

5. SEGGER cookies on shop.segger.com (type 1 to type 3)

session- (type 1)

This is a session cookie that identifies your current session with the server. This cookie does not contain any content other than the session ID. It is necessary for the login status and the shopping cart function.

timezone (type 1)

This cookie stores the timezone of the user.

cookie-preference (type 1) expires after 30 days

This cookie stores which type of cookies you have enabled.

cookie-config-hash (type 1)

This cookie stores a hash value of the cookies currently used by the shop. When returning to the page this cookie is used to verify whether any changes have been issued to the use of cookies at the site. In case of a change the cookie preferences are shown again.

youtube-video (type 2) expires after 30 days

This cookie currently is not used by shop.segger.com, but set. Its intention is to store, whether Youtube videos may be shown in the shop.

vimeo-video (type 2) expires after 30 days

This cookie currently is not used by shop.segger.com, but set. Its intention is to store, whether Vimeo videos may be shown in the shop

wishlist-enabled (type 2)? expires 30 days

This cookie is set to enable or disable the wishlist of the shop.to store whether the user wa

ironMatomo (type 3) expires after 365 days

This cookie is used for tracking statistics for the optimization of user workflows. No personal data is stored.

_pk_id (type 3) expires after 13 months

This cookie is used to store details about the user such as the unique visitor ID for statistical purposes.

_pk_ses (type 3) expires after 30 minutes

This cookie is for the purpose of statistical analysis of visitor access.

6. Cookies on kb.segger.com

_pk_id (type 3) expires after 13 months

This cookie is used to store details about the user such as the unique visitor ID for statistical purposes.

_pk_ses (type 3) expires after 30 minutes

Cookie for the purpose of statistical analysis of visitor access

7. Third-party cookies (type 4) on shop.segger.com

Google Tag Manager (type 4)

Nature and scope of processing

This service is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). While Google is certified under the EU-U.S. Data Privacy Framework, please be aware that by giving your consent, you also acknowledge the potential risk that your data may be subject to access by US authorities for surveillance purposes under local laws, against which effective legal remedies may be limited.

To deliver the GTM JavaScript code to your browser, Google must process your IP address. According to Google, this data is used solely for the technical delivery of the service and is not merged with other personal data unless further tags are activated that require such processing.

Recipient

Google Ireland Limited (EU), Google LLC (USA)

Data Transfer to third parties

For the USA, an adequacy decision by the EU Commission exists (EU-U.S. Privacy Framework). Google is certified under this framework. Additionally, Standard Contractual Clauses (SCCs) have been concluded to ensure a level of protection equivalent to the GDPR.

Legal Basis

The subsequent processing of your personal data (e.g., IP address) and its transmission to third-party providers is based on your consent according to Art. 6 para. 1 lit. a GDPR. You may revoke your consent at any time.

Google Analytics 4 (GA4) (type 4)

Nature and scope of processing

We use Google Analytics 4 (GA4) on our website, a web analysis service provided by Google.

GA4 allows us to analyze user behaviour on our website (e.g., page views, duration of stay, click paths, achievement of "Key Events" such as purchases or inquiries). For this purpose, information is sotred on or read from terminal device using cookies or similar technologies (e.g., local storage).

Google Analytics is deactivated by default. Data collection only starts after you have given your explicit consent for the "Statistics" or "Analytics" category in the consent tool. Prior to this consent, no cookies are set and no data is transmitted to Google.

We use GA4 with IP anonymization activated by default. This means that your IP address is truncated by Google within Member States of the European Union or in other contracting states to the Agreement on the European Economic Area before transmitted to the USA. Only in exceptional cases will the full UP address be sent to a Google server in the Usa and truncated there.

The following data is processed:

- The truncated IP address
- Approximate location (region/city based on the IP)
- Technical information (browser, operating system, device type, screen resolution)
- Interaction data (session duration, scroll depth, clicks, loaded resources)
- Online identifiers (including cookie IDs)

Recipient

Google Ireland Limited (EU), Google LLC (USA)

Third Country Transfer

Google Analytics 4 may transmit data to Google LLC in the USA

Legal Safeguards: Google is certified under the EU-U.S. Data Privacy Framework. Therefore, an adequacy decision by the EU Commission exists for data transfers to the USA. In addition, we have concluded Standard Contractual Clauses with Google to guarantee a level of data protection that complies with the GDPR.

Legal Basis

The subsequent analysis and processing of the collected personal data is based on your consent according to Art. 6 para. 1 lit. a GDPR. You may revoke your consent at any time.

Google Ads Conversion Tracking & Remarketing (type 4)

Nature and scope of processing

We use the online advertising program “Google Ads”.

Within Google Ads, we use two essential functions.
Conversion tracking: If you reach our website via a Google Ad, a cookie for conversion tracking is set. This allows us to recognize whether you have performed a specific action in our shop (e.g., purchasing a product, signing up for the newsletter).
Remarketing: This function allows us to show you targeted advertising on other websites within Google advertising network based on your previous visits to our shop (e.g., reminders of products in the shopping cart)

Collected data is:

- Online identifiers (e.g., cookie ID, advertising ID)
- Information about ad clicks
- Conversion data (e.g. order value, purchased items, currency)
- Device and browser properties

Recipient

Google Ireland Limited (EU), Google LLC (USA)

Third Country Transfer

Google Ads may transmit data to Google LLC in the USA

Legal Safeguards: Google is certified under the EU-U.S. Data Privacy Framework. Therefore, an adequacy decision by the EU Commission exists for data transfers to the USA. In addition, we have concluded Standard Contractual Clauses with Google to guarantee a level of data protection that complies with the GDPR.

Legal Basis

The subsequent processing of data for advertising and optimization purposes as well as for measuring the success of our advertising campaigns is based on your consent according to Art. 6 para. 1 lit. a GDPR.

Withdrawal of Consent and Management of Settings

You have the right to withdraw your consent for the use of Google Tag Manager, Google Analytics 4 and Google Ads at any time with effect for the future. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

To exercise your right of withdrawal, you can use the following methods:

Consent Management Tool (Cookie Banner): You can change your preferences at any time by clicking on the (“Cookie Settings” / “Privacy Icons”) located at the bottom of our website. There you can deactivate the categories “Statistics” and “Marketing” to stop further data collection.

Browser Setting: You can configure your browser to refuse all cookies or to indicate when a cookie is being sent. However, please note that some features of our shop may not function properly without cookies.

Google-opt-out: For Google Ads specifically, you can also deactivate personalized advertising via Google's Ad Settings.

Retention period

Data retention (GA4): Data at the user and event level associated with cookies, user identifiers (e.g., User-ID), or advertising IDs are automatically deleted after 14 months. This period is refreshed if a user returns to the site and performs a new action (provided the "Reset on new activity" setting is enabled).

Cookie lifespan: While the processed data is stored on Google's servers for the period mentioned above, the actual cookies stored on your terminal device have varying lifespans (ranging from a few minutes to two years).

Detailed Information in the Consent Manager: For a precise list of each individual cookie used (e.g., _ga, _gid, _gac), including their exact functional description and specific storage duration, please refer to the settings within our Consent Management Tool (Cookie Banner). You can access this information at any time by clicking the [Privacy Icon / Cookie Settings] link in the footer of our website.

Cookie name	Provider	Expiry
_ga	Google	2 years
_ga_<container-id>	Google	2 years
_gid	Google	24 hours
_gat	Google	1 minute

Your rights

The Data Subjects have the following rights with regard to the Personal Data:

- Right of access (Article 15 GDPR),
- Right to rectification (Article 16 GDPR),
- Right to erasure or right to be forgotten (Article 17 GDPR),
- Right to Restriction of Processing (Article 18 GDPR),
- Right to be informed (Articles 13 and 14 GDPR),
- Right to data portability (Article 20 GDPR),
- Right not to be subject to a decision based solely on automated Processing (Article 22 GDPR).

Right to object (Article 21 GDPR)

You have the right to object, on grounds relating to your particular situations, at any time to processing of personal data concerning you which is based on point (e)or (f) of Article 6 (1) GDPR, including profiling based on those provisions. In the event of such an objection, we will no longer process this data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

Right to lodge a complaint

Should you feel that we are not acting in proper compliance with our data privacy duties, you may contact the data protection authorities at any time. The data protection commissioner responsible for us can be reached as follows:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
Postfach 20 04 44
40102 Düsseldorf
Phone number: +49 (0)211 / 38424 – 0
E-mail address: poststelle@ldi.nrw.de

Obligation to provide data

There is no legal or contractual obligation to provide Personal Data to us. However, with respect to such data which are absolutely necessary for the performance of the respective service (see above in each case), the provision is necessary if you want to make use of these services.

Updating this Privacy Policy

From time to time, it may be necessary to update this Privacy Policy, for instance due to new statutory or official requirements or new offers of our website. We shall keep you informed about any developments on this page. We generally recommend reading this Privacy Policy regularly to check whether any changes were introduced. You will recognise if any changes have been made as the status at the bottom of this document indicates the last update.

Printing and saving this Privacy Policy

You can print and save this Privacy Policy immediately, for example through the print and save function of your browser.

Last update: July 2026