



ABB.com Privacy and Cookies Policy

Last updated: June 18, 2018

Privacy

ABB considers privacy an important issue, so we build and operate our online services with the protection of privacy taken into account.

This Privacy Policy (“Notice”) sets out the types of personal information we collect from you when you use our website, how we collect and process that information, who we share it with and certain rights you have in relation to that information. This Notice applies to the websites new.abb.com and www.abb-conversations.com which are owned and operated by ABB Asea Brown Boveri Ltd.

Who is responsible for your personal data?

ABB is responsible for your personal data. ABB refers to ABB Asea Brown Boveri Ltd (incorporated in Switzerland under the company number CH-020.3.900.058-8) and its subsidiary companies. Information on all of ABB’s subsidiaries can be found in the appendix at the end of this page. For the purposes of applicable data protection law, the controller of your data will be the ABB affiliate which is providing services or communicating to you. This notice applies to all such companies.

Collection of your personal data

We may collect limited personal data your browser makes available to our website when you visit. This log information includes your Internet Protocol address, browser type, browser language, the date and time of your visit and one or more cookies that may uniquely identify your browser (for more information see the Cookies section below). We use this information to better understand users’ behavior to further improve our offerings as well as to prevent malicious use such as hacking and denial of service attacks.

Some of our services require you to register for an account. We will ask you for some personal information in order to create an account and we will use that information to provide the service. For certain services we may request credit card or other payment information which we maintain in encrypted form on secure servers.

When we require you to provide additional personal data, we will inform you at that time about the types of information we collect, how we use it, who it is shared with and how long we will store it. We hope this will help you make an informed decision about sharing your personal information with us.

We will use the personal information you provide only to fulfill the purpose for which we acquired the information. Your data will not be used for other purposes such as direct marketing unless we have notified you and, where legally required, we have your explicit consent.

User generated content

We offer certain services where you can post information on the site which will then be available to other visitors of the site. Examples are discussion forums and comments on blogs.

When you post, basic information identifying you as the poster will be made available to other visitors together with your posted information. This information includes your name or alias, and



where relevant, may include other information such as your country or the name of the company or organization you work for. You have control over this data in your user profile and can control what will be shown in your posts.

We may also display statistical, reputational and other similar information related to your user account. Examples are the number of forum posts you have posted or a rating showing how useful other visitors have rated your posts. For details, please see the help pages for each service.

Information sharing

We may share such information in any of the following limited circumstances:

- We have your express and documented consent.
- We provide such information to trusted businesses or persons for the sole purpose of processing your request on our behalf. When this is done, it is subject to agreements that oblige those parties to process such information only on our instructions and in compliance with applicable data protection law and appropriate confidentiality and security measures and you will be appropriately informed.
- We conclude that we are required by law or have a good faith belief that access, preservation or disclosure of such information is reasonably necessary to protect the rights, property or safety of ABB, its users or the public.

We will share your personal data with our affiliates for the purposes of providing you with our services as described in this Notice. You can see more about our group entities in the list above. We continue to implement policies and safeguards across all ABB companies in the countries where we operate to ensure that personal information is stored and processed according to the same privacy and security standards in all cases. Where your personal data is transferred to our affiliates outside the European Economic Area or to an area without a European Commission decision that adequate safeguards are provided, this will be covered in the relevant information notice and we will seek your consent where required by applicable data protection law.

In the event of a transfer of ownership of parts of ABB, such as acquisition by or merger with another company, we will provide notice and (where required by law) ask for your consent before any personal data is transferred and thereby becomes subject to a different privacy policy.

We may share your personal data among some service providers and partners to the extent necessary to provide you with a seamless experience and to improve the quality of our services. Some of these partners may be located in countries outside of the European Economic Area which do not provide the same level of data protection as the country in which you reside and are not recognized by the European Commission as providing an adequate level of data protection. We only transfer personal information to these countries subject to safeguards that assure the protection of your personal information, such as European Commission approved standard contractual clauses.

We will not disclose your personal information to other people or non-affiliated companies, except in the limited circumstances described in this Policy or with your consent.

How long do we keep your personal data?

Unless otherwise specified in the privacy notice for the relevant service, we will keep your data for the minimum amount of time that is required to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements (including as necessary for ABB to defend against legal claims). For example, if we ask for your personal details when you are registering for a seminar, we will keep your data until the seminar is over plus a reasonable



period afterwards in order to be able to respond to questions or complaints. Once your data is no longer required, we will permanently delete it in accordance with applicable law.

Information security

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data.

We restrict access to your personal data to ABB employees who need to have that information in order to fulfill your request or supply our services.

Links

The external sites linked to from the ABB web sites are developed by people over whom ABB exercises no control. These other sites may place their own cookies on your computer, collect data or solicit personal information. Please refer to the privacy notice on each site for more information.

Your rights

You are entitled to:

- correct any error in your personal data or update it,
- receive a copy of your personal data that we hold,
- delete your personal data that we no longer have a lawful ground to use,
- port your personal data to a new supplier (if applicable),
- object to the processing of your personal data based on the legitimate interests ground (provided our reasons for the processing don't outweigh any prejudice to your data privacy rights), or restrict how we use your personal data whilst a complaint is being investigated,

you may make such request at the [ABB.com Privacy Page](#). In certain circumstances, we may need to restrict the above rights to safeguard the public interest (e.g. the prevention or detection of crime) and our interests (e.g. the maintenance of legal privilege).

In cases where we have asked for your consent to use your data for a particular purpose, you may withdraw your consent any time. This can be done by logging into your account, clicking an unsubscribe link or visiting the [ABB.com Privacy Page](#). In such cases we will cease to use your data for the specified purpose and delete it.

If you wish to make a complaint about how we have handled your personal data, you may contact our Data Protection Officer by submitting your complaint at the [ABB.com Privacy Page](#).

Cookies

We use cookies to improve the quality of our service and to better understand how people use our websites. We do this by storing user preferences in cookies and by tracking user trends and patterns of how people navigate our sites. We use cookies to distinguish visitors from each other by assigning a random anonymous identifier to each visitor. We use this information to count visitors, gain insight into the popularity of our content and to learn how people use the site.

You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However, some features or services on our sites may not function properly without cookies.

Cookies specific to the ABB website



ABB's website uses both "first party" cookies (cookies set by the ABB website) and "third party" cookies (cookies set by a third party website that is providing a service for the ABB website). We use first party cookies for storing preferences, tracking user trends and patterns with the help of web statistics providers and for storing data needed throughout your visit on the site (for example, contents of your shopping cart).

The table below describes the web tracking cookies used by the ABB website.

Provider of cookie	Type of cookie	Purpose of cookie
Google Analytics	First party	Web analytics (anonymous usage)
New Relic	First party	Performance monitoring (anonymous usage for users from different parts of the world)
Optimizely	First party	A/B testing of new features of the website
Crazy Egg	First party	User behavior analysis (anonymous usage of the page)
wiredminds	First party	Anonymized usage profiles for marketing purposes (anonymous usage of the website)
Pardot by Salesforce	First party	Anonymized usage profiles for marketing campaign management
Salesforce Marketing Cloud	First party	Marketing automation service for marketing channels.

Changes to this Policy

Please note this Privacy Policy will change from time to time. We expect most such changes to be minor, but there may be changes that are more significant. Where appropriate and possible we will notify you of such changes by email. Each version will be noted at the top of the page.

Contact us

If you have any questions or comments about this Notice, please submit them at the [ABB.com Privacy Page](#).

Appendix - list of ABB subsidiaries

Country/region	Company
Algeria	ABB Algeria SpA Asea Brown Boveri
Angola	Asea Brown Boveri Electrica SGPS (Angola) Limitada
Argentina	ABB S.A.
Australia	ABB Australia Pty Limited
Austria	ABB AG



Bahrain	ABB Technologies W.L.L.
Bangladesh	ABB Limited
Belarus	Asea Brown Boveri LLC
Belgium	ABB N.V.
Bolivia, Plurinational State of	Asea Brown Boveri Ltda.
Botswana	ABB (Pty) Ltd.
Brazil	ABB Ltda.
Bulgaria	ABB Bulgaria EOOD
Cameroon	Asea Brown Boveri S.A.
Canada	ABB Inc.
Chile	ABB S.A.
China	ABB (China) Ltd.
Colombia	ABB Ltda.
Congo, Democratic Republic of the	ABB SARL
Cote d'Ivoire	ABB Technology SA
Croatia	ABB Ltd.
Czech Republic	ABB s.r.o.
Denmark	ABB A/S
Ecuador	ABB Ecuador S.A.
Egypt	Asea Brown Boveri S.A.E.
El Salvador	ABB S.A. de CV
Estonia	ABB AS
Finland	ABB Oy
France	ABB SAS
Germany	ABB AG
Ghana	ABB Power & Automation Limited
Greece	Asea Brown Boveri Industrial, Technical & Commercial Company o
Hong Kong	ABB (Hong Kong) Ltd.



Hungary	ABB Engineering Trading and Service Ltd.
India	ABB India Limited
Indonesia	PT ABB Jasa Indonesia
Iraq	Iraq Technology for Advanced Energy LLC
Ireland	ABB Limited
Israel	ABB Technologies Ltd.
Italy	ABB S.p.A.
Japan	ABB K.K.
Jordan	ABB Limited/Jordan LLC.
Kazakhstan	ABB LLP.
Kenya	ABB Limited
Korea, Republic of	ABB Ltd.
Kuwait	ABB Engg. Technologies Co. (KSCC)
Lao People's Democratic Republic	ABB Sole Company Limited
Latvia	ABB SIA
Lithuania	ABB UAB
Luxembourg	ABB S.A. (in Liquidation)
Malaysia	ABB Holdings Sdn. Bhd.
Mauritius	Asea Brown Boveri Ltd.
Mexico	Asea Brown Boveri S.A. de C.V.
Morocco	ABB S.A.
Mozambique	ABB Limitada
Namibia	ABB (Namibia) (Pty) Ltd.
Netherlands	ABB B.V.
New Caledonia	ABB SAS
New Zealand	ABB Limited
Nigeria	ABBNG Limited
Norway	ABB AS



Oman	ABB LLC,
Pakistan	ABB (Pvt) Ltd.
Panama	ABB S.A.
Peru	ABB S.A.
Philippines	ABB, Inc.
Poland	ABB Sp. z o.o.
Portugal	ABB (Asea Brown Boveri), S.A.
Qatar	ABB LLC
Romania	ABB SRL
Russian Federation	ABB Ltd.
Saudi Arabia	ABB Contracting Company Ltd.
Senegal	ABB Technologies S.A.
Serbia	ABB d.o.o.
Singapore	ABB Pte. Ltd.
Slovakia	ABB, s.r.o.
Slovenia	ABB Inzeniring d.o.o.
South Africa	ABB Holdings (Pty) Ltd.
Spain	Asea Brown Boveri S.A.
Sri Lanka	Asea Brown Boveri Lanka (Private) Limited
Sweden	ABB AB
Switzerland	ABB Asea Brown Boveri Ltd
Taiwan	ABB Ltd.
Tanzania, United Republic of	ABB Limited
Thailand	ABB LIMITED
Tunisia	ABB Maghreb Services S.A.
Turkey	ABB Elektrik Sanayi A.S.
Uganda	ABB Ltd.
Ukraine	ABB Ltd.



United Arab Emirates

ABB FZ-LLC

United Kingdom

ABB Limited

United States

ABB Inc.

Viet Nam

ABB Ltd.

Zambia

ABB Ltd.

Zimbabwe

ABB (Private) Ltd.