

Privacy Policy

Dedert International A/S and its group of companies ("Dedert", "we", "us" or "our") respect your privacy and are committed to protecting your personal data. This privacy policy (the "Policy") will inform you as to how we look after your personal data and tell you about your privacy rights and how the law protects you.

This Policy aims to give you information on how Dedert collects and processes personal data from you either through your use of our website located at <http://dedert.com/> ("the Website") or otherwise by any other way you may interact with us including but not limited to email and/or telephone correspondence, social media interactions, questionnaire responses and/or attendance at one of our events.

It is important that you read this Policy together with any other privacy policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

Our Website uses cookies. Please refer to our Cookie Policy for more information about the cookies we use and the purposes for which we use them.

Amendments and updates to this Policy may be made from time to time. Any revisions will be posted on this page, so you will always be aware of what information we collect and how we use that information. Please review this page regularly so that you are aware of any changes.

1. IMPORTANT INFORMATION AND WHO WE ARE

For the purposes of data protection laws, Dedert International A/S, a company registered in Denmark with registration number 18631776 whose registered address is at Borupvang 3, 2750 Ballerup, Denmark is the data controller and responsible for the Website.

We have a Data Privacy Officer (DPO) who is responsible for overseeing questions in relation to this Policy. If you have any questions about this Policy, including any requests to exercise your legal rights, please contact the Data Privacy Officer (DPO) using the details set out below:

Full name of legal entity: Dedert International A/S

Email address: info@dedert.com

Postal address: Borupvang 3, 2750 Ballerup, Denmark

2. CHANGES TO YOUR INFORMATION

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information (eg. name or address) changes during your relationship with us so that we can update our records.

3. THE DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

“Personal data”, or “personal information”, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We collect personal data about you when you create an account with us, place an order for a product or service, fill in a contact us form on our Website, opt-in to receive marketing communications or interact with us in any other way, including but not limited to email and telephone correspondence, social media interactions attending events and/or completing questionnaires. By registering, using our products or services or otherwise providing your personal data to us, you consent to the use of your personal data in line with this Policy.

We also operate CCTV in and around our premises and may capture your image if you visit our premises. We may collect, use, store and transfer different kinds of personal data about you which may include your name, email address, date of birth, gender, telephone numbers, billing address, delivery address, bank account and payment card details, IP address, the type of browser you use, your login data and any other technology on the devices you use to access the Website, preferences, questionnaire responses and your communication preferences.

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have ordered from us but we will notify you if this is the case at the time.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to and for the purposes set out in this Policy. These are:

- When you give your consent
- When necessary for the performance of a contract we have entered into or are entering into with you
- When necessary to meet our legal obligations, to deal with any complaints and for the enforcement of our terms and conditions.
- For our legitimate business interests which include security purposes, improvements to our Website, improvements to our solutions and services and for general marketing purposes. We will not do so though where our interests are outweighed by your interests, rights and freedoms.

We may use your personal data in the provision and administration of goods and services that you have requested and/or to respond to your queries. Where you don't provide us with certain information we may be unable to process your request or respond to your queries.

Purposes for which we will use your personal data

We have set out below a description of the ways we plan to use your personal data:

- to register you as a new customer;
- to process and deliver your order including managing payments, fees and charges and collecting and recovering any monies owed to us;
- to deliver the services you have requested;
- to manage our relationship with you which will include notifying you about changes to our terms or privacy policy;
- to enable you to complete a questionnaire;
- to send you newsletters, to keep you updated on new products or services or to recommend other goods or services that may be of interest to you, to let you know about special offers or promotions;

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you would like to have an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact our Data Privacy Officer (DPO) using the details set out above.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

5. DATA STORAGE

We will only retain your personal data for as long as necessary to fulfil the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements. Where processing is based on your consent, we shall only process your personal data until such time as you withdraw your consent.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

We will take all reasonable steps to ensure that your personal data is treated securely and in accordance with this Policy.

When we use your personal data as described in this Policy, this may involve sending your personal data outside the European Economic Area (EEA). We will only transfer your personal data outside the EEA where the organisation receiving the personal data has provided adequate safeguards in accordance with data protection laws. By

providing us with your personal data you agree that we may transfer store and process your personal data outside the EEA.

6. DISCLOSURES OF YOUR PERSONAL DATA

We will not sell your personal data and generally do not give your personal data to third parties but there are some exceptions. We may share your personal data in the following ways (as appropriate):

- in order to provide any services requested by you which may involve us sharing your personal data with our authorised partners/sub-processors
- with any actual or prospective seller or buyer of our business and/or any assets. Information held by us about our customers and any users will be one of the transferred assets;
- with our group companies, which means our subsidiaries and holding companies and any subsidiary or holding company of the same as identified at <http://dedert.com/index.php/contact-us>
- in order to comply with any legal obligation or as otherwise permitted by law;
- for debt collection purposes;
- for security purposes or to protect our rights or those of a third party; and
- in the conduct or defence of legal claims or in order to enforce our terms and conditions

7. MARKETING COMMUNICATIONS

We may use your personal data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us or registered for a promotion. We may also send marketing communications where otherwise permitted under data protection laws. We will not send marketing communications to you where you have opted out of receiving these.

We will get your express opt-in consent before we share your personal data with any company outside our group of companies for marketing purposes.

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, we may still contact you in relation to a product/service purchase, warranty registration, product/service experience or other transaction.

8. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know and access the same. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

9. YOUR LEGAL RIGHTS

Under data protection law you have the following rights in respect of your personal data:

- to request information regarding the personal data that we hold about you and the source(s) of that information. You can request a copy of any personal data we hold about you. This service is usually free of charge, although we have the right to charge a 'reasonable fee' in some circumstances;
- to request that we rectify any inaccuracies in relation to the personal data we hold;
- in some circumstances, to request the erasure of your personal data or object to the processing of your data;
- to object to any direct marketing;
- in some circumstances, to request that your personal data be transferred to you or a new provider if the data is processed automatically;
- to withdraw consent to us processing your personal data. This will not affect the processing already carried out with your consent; and
- to lodge a complaint with a supervisory authority in the country/state where you live, work or where the alleged infringement of data protection law occurred. In the UK, this is the Information Commissioner's Office. We would, however, appreciate the chance to deal with your concerns before you approach the supervisory authority, so please contact us in the first instance.

If you wish to exercise any of the rights set out above, please contact our Data Privacy Officer (DPO) using the details set out in this policy.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to a person who does not have the right to receive it.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. LINKS

Our Website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our Website, we encourage you to read the privacy notice of every website you visit.

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