



# Personal Data Policy

## 1.0 General

This personal data policy describes how Technicon A / S collects and processes personal data.

### 1.1 *We are the data controller – how do you contact us?*

Technicon A / S is data responsible for the processing of the personal information we have received about you. You will find our contact information below.

Technicon A/S

Sjællandsvej 19, 9500 Hobro

CVR number.: 33759894

Phone number: +45 64 64 50 75

E-mail address: kontakt@technicon.dk

1.2 The personal data policy applies to the information that you provide to Technicon A/S regarding a purchase at Technicon A/S or on technicon.dk or if you make an enquiry (customer service) regarding orders, products, or the like. In addition, it also relates to the personal information we collect when you visit our website, technicon.dk, and our social media.

The purpose of Technicon A/S's personal data policy is to explain how we collect, process, and protect personal data pursuant to the EU General Data Protection Regulation (2016/679) of 27 April 2016, and the Data Protection Act of 17 May 2017 on supplementary provisions to the regulation on the protection of natural persons regarding the processing of personal data and on the free exchange of such data.

Technicon A/S has a clear ambition to minimize the processing of your personal information as much as possible and to create a high degree of transparency in relation to the information that is processed. The purpose of this policy is thus also to inform you about which of your personal data we process, how the processing is carried out and which rights you can make use of yourself.

## 2.0 **When you use our website, our social media and participate in our competitions, we collect the following personal information:**

### 2.1 *Automatically collected data*

Our digital solutions are based on various technologies with the aim of ensuring ease of use and security. These technologies can automatically collect data to offer the best possible solution. Analysis of clickstream data and cookies are examples of this.

Every visit to a digital solution involves sending information from your browser to a server. It is through analysis of this data that we optimize the digital solutions. Data is collected via third parties on our behalf. Data about your computer for system administration and internal marketing-related analyses may be collected.

This data is statistical information about the behaviour of users in the digital solutions.

Examples of data collected and analysed:

- Date and time of visit
- The pages visited in the solution
- The IP address of the visitor
- information about the browser and computer used (type, version, operating system, etc.),
- URL from referral site (the page from which the visitor came to our solution).

We use Google Analytics as a web analytics solution in our digital solutions. In this context, web analytics data from our digital solutions are sent for analytics in the service provided by Google. In this case, Google Analytics acts as a "data processor" of data for which we are responsible, and this data may only be passed on by agreement or to comply with legal requirements.

Some of these partners, Google Analytics at Google LLC. and Meta Platforms Inc., are established in the United States. The necessary guarantees for the transfer of information to the United States are secured through the certification of the data processor under the EU-U.S. Privacy Shield, cf. Article 45 of the EU General Data Protection Regulation. To the extent that we use other business partners who process personal data on our behalf established outside the EU, this will always be done subject to valid transfer guarantees.

You can read more about Google's privacy policy here:

<https://policies.google.com/?hl=en-GB>

Google offers a number of solutions for anonymizing your data and behavior, read more here:

<https://support.google.com/analytics/answer/181881?hl=en>

## 2.2 *Specifically about cookies*

### What are cookies?

Cookies are small text files that contain letters and numbers that are placed on your computer or other device. Cookies are set when you visit a website that uses cookies, and they can be used to keep track of which pages you have visited. They can help you continue where you left off - or they may remember your language preferences or other preferences.

If we place cookies, you will be informed about the use and purpose of collecting data via cookies. Before we place cookies on your equipment, we ask for your consent. Necessary cookies to ensure functionality and settings can be used, however, without your consent.

### *Types of cookies and their purpose*

We use the following types of cookies:

- Technical cookies: Technical cookies are necessary for most websites to function as they should. They also make sure that you do not constantly smooch from the website you are visiting. You can read more about technical cookies [here](#).
- Statistics cookies: Optimises the design, usability, and efficiency of the website. You can read more about statistical cookies [here](#).
- Marketing cookies: Used to show you advertisements for products or experiences you have previously looked at. You can read more about marketing cookies [here](#).
- Personalised cookies: Uses information to sort content so you can see content that is relevant to you. You can read more about personalized cookies [here](#).

### *Delete or disable cookies in the browser*

You can always decline cookies on your computer by changing the settings in your browser. Where you find the settings depends on which browser you use. However, you should be aware that if you decline, there are many features and services on the Internet that you cannot use.

All browsers allow you to delete your cookies collectively or individually. How you do this depends on which browser you are using. Remember that if you use several browsers, you must delete cookies in all of them.

### *2.3 Competitions*

We collect and process information in connection with competitions at e.g., website and Facebook based on your consent, cf. Article 6 (1) of the Personal Data Regulation. 1, letter a, cf. the Data Protection Act §6, para. 1, In addition to this personal data policy, there will always be a reference to specific competition conditions for the individual competition.

### *2.4 Information you provide yourself*

In addition to the information that is collected automatically, we also process data that users have actively provided to us.

Examples of data that users actively submit are:

- Use of contact forms on our website.
- Information you share with us on social media.
- Information sent by mail
- Etc.

### *2.5 Storage of your personal data:*

Personal information is deleted or anonymised on an ongoing basis as the purpose for which it was collected is terminated.

We collect and process such information pursuant to our legitimate interest, cf. Article 6 (1) of the Personal Data Regulation. 1 letter f, cf. the Data Protection Act, section 6, subsection 1.

## **3.0 When you shop with us, the following personal data is processed:**

### *3.1 Purpose:*

- To ensure the best possible service, both in terms of execution of orders in the online store, including basket function, delivery of goods, ordering of various materials and general service.
- Opportunity to participate in customer surveys, competitions, raffles, etc. via digital solutions.
- Archive of registered products.
- Order processing and communication regarding your order or other enquiries to us. We collect this data to fulfil the agreement we enter with you or for the purpose of implementing measures taken at your request prior to entering into an agreement.
- Personal information that we collect regarding a purchase (e.g., name, delivery / shipping address) is passed on to Technicon A/S's logistics partner, General Logistics Systems Express A/S (CVR 14414002) who handles this process for Technicon A/S. In our choice of logistics partner, we attach great importance to criteria such as the ability to ensure confidentiality and integrity in the overall assessment.

- If we have your consent, we may contact you via the contact information you have provided for marketing, sales, advertising, and analysis purposes, either postal, digital or by telephone.
- We can target offers and campaigns to the individual customer based on behavioral history and demographic data combined with third-party solutions and data.
- We use the information to comply with the legal obligations we have as a company in connection with financial reporting, as well as to prevent abuse and fraud.
- If you participate in a competition held on a website or on Facebook, we will collect data (name, email, address, telephone number) to be able to contact you in case you win the competition.

### 3.2 *Storage of your personal data*

- Your information will be processed by employees of Technicon A/S for the purposes stated above.
- Your personal information is not passed on to third parties, however, there are certain circumstances in which we invoke the right, in accordance with the law, to pass on information to public authorities. It can e.g., be information to the police, the Danish Tax Agency, etc. in case of suspected fraud.
- Personal information is deleted or anonymised on an ongoing basis as the purpose for which it was collected is terminated.
- Your information will at no time be transferred to countries outside the EU and will therefore always be protected by EU rules on the protection of personal data.

## **4.0 If you apply for a job with us, the following personal information is processed:**

### 4.1

- When you apply for a position at Technicon A / S, the information you have provided to Technicon A / S in connection with your application is processed.
- This will typically be general personal information such as name, address, telephone number and e-mail address, information about educational background as well as information about current and previous employment.
- In connection with the selection process, we make reservations to screen the Internet, including e.g., LinkedIn, Facebook, and similar social media. Furthermore, we reserve the right to contact you with the references you have provided.
- In connection with the recruitment process for selected positions, Technicon A/S may ask the candidates to complete a personality test. The result of this will be processed by Technicon A/S's HR department and the relevant manager.
- Technicon A/S uses the information to assess whether Technicon A/S wishes to offer you employment, as well as to communicate with you in connection with the recruitment process.

### 4.2 *Storage of your personal data*

- We will delete your information no later than 6 months after today's date, unless you have given consent for us to store it for a longer period, or if an objective need to store it for a longer period occurs.

In the event of a possible acquisition of the company or partial divestiture, the transfer of personal data will be handled in accordance with applicable law, regarding the processing of personal data in connection with a corporate acquisition.

Information collected on the website is generally deleted in accordance with the rules specified in Technicon A/S's cookie declaration, where you can also read about how you can delete your cookies yourself.

We store your personal information for as long as necessary in relation to the purposes stated above.

For personal data covered by the Danish Bookkeeping Act, we store this information for a period of five (5) years from the end of the financial year to which the information relates, unless we have another objectively relevant purpose for storage.

For information covered by the general complaint deadline, we store this information for a period of two (2) years from the time the complaint deadline occurs, unless we have another objectively relevant purpose for storage.

Personal information that is no longer necessary in relation to the stated purposes will be deleted or anonymised.

## **5.0 Your rights**

**5.1** Under the Data Protection Regulation, you have several rights in relation to our processing of information about you.

If you want to make use of your rights, please contact us.

### Right to view information (right of access)

You have the right to access the information we process about you, as well as several additional information.

### Right to rectification (correction)

You have the right to have incorrect information about yourself corrected.

### Right to delete

In special cases, you have the right to have information about you deleted before the time of our general deletion occurs.

### Right to limitation of processing

In certain cases, you have the right to have the processing of your personal data restricted. If you have the right to have the processing limited, we may in future only process the information - apart from storage - with your consent, or for the purpose of legal claims being established, pleaded, or defended or to protect a person or important societal interests.

### Right to object

In certain cases, you have the right to object to our or lawful processing of your personal data. *You can also object to the processing of your information for direct marketing.*

### Right to transmit information (data portability)

In certain cases, you have the right to receive your personal information in a structured, commonly used, and machine-readable format and to have this personal information transferred from one data controller to another without hindrance.



You can read more about your rights in the Danish Data Protection Agency's guide to the data subjects' rights, which you can find at <https://www.datatilsynet.dk/english>

#### *5.2 Complaint to the Danish Data Protection Agency*

You have the right to lodge a complaint with the Danish Data Protection Agency if you are dissatisfied with the way we process your personal data. You will find the Danish Data Protection Agency's contact information at <https://www.datatilsynet.dk/english>

#### **6.0 Document information**

If we change our personal data policy, we will inform you via one of the communication channels you have chosen.

The personal data policy was last updated on 21/01 202022 (version 1)