

# DATALOGISK

## **Privacy Policy for customer relationships in Datalogisk A/S, CVR No. 78871911**

In connection with our sales, service and marketing of our products, Datalogisk A/S, as data controller, collects and processes various personal data of customers, suppliers, users of our websites and social media.

In this privacy policy are described a number of aspects about our processing, use and disclosure of personal data in this connection.

### Categories of information and purposes

We collect and process the following types of personal data about you:

- Private and work contact information
  - Name
  - Address
  - Phone number
  - Email address
- Customer number and contact number
- Organisation number
- Profession and Title
- IP address
- MAC address
- CPU number
- PC name
- Operating system and language
- PC memory
- Log in date
- Application modules
- Corporate form
- Account number and creditworthiness
- Google Analytics history (via Datalogisk/Agrinavia website)
- Username
- Fax number
- Language
- Property and production information

The purposes for which we collect and process the information are:

- Customer relationship management including;
  - Handling orders
  - Customer creation and the ongoing relationship
  - Delivery of goods/products/support

# DATALOGISK

- Fulfilment and conclusion of Agreement including invoicing and debt collection
- Credit rating
- Marketing our products
- Analysing the use of products
- Compliance with applicable law (e.g. the EU Data Protection Regulation and the Data Protection Act, and other legitimate interests):
  - Documentation requirement
  - Implementation and maintenance of technical and organisational security measures
  - Handling inquiries and complaints from data subjects and others
  - Handling of disputes with registered and third parties.

## Sources

Personal data is collected from you in connection with the customer relationship.

Personal data may be collected in certain cases from;

- Datalogisk's (Agrinavia) website in connection with filling in forms and cookies,
- Credit rating institutions in the context of credit assessments,

## The legal basis for the collection and processing of personal data

The legal basis for our collection, processing and disclosure of your personal data is as follows:

- Processing is necessary for the performance and conclusion of a contract to which the data subject is a party, cf. Article 6 (1) (b) of the Data Protection Regulation.
- The processing is necessary for the pursuit of legitimate interests, cf. Article 6 (1) (f) of the Data Protection Regulation.
- The data subject has given consent in accordance with Article 6 (1) (a) of the Data Protection Regulation.
- The processing is necessary to comply with a legal obligation incumbent on the data controller;

When we collect personal data directly from you for the purposes of customer management, you provide us with the personal data in order to enter into an agreement with us. You are obligated to provide this personal data to us. The consequences of not giving us the personal data will be that we cannot enter into a customer relationship,

# DATALOGISK

as the information is necessary for the performance of the agreement and according to the above legal basis.

When we collect personal data directly from you for the purpose of marketing, you provide us with the personal data voluntarily. You are not obligated to provide this personal data to us. The consequences of not providing us with the personal data will be that we cannot target our marketing to the specific needs.

## The legal basis for the transfer of personal data

Personal data will be disclosed only after your acceptance to, for example, the following recipients:

- Grain companies branches
- Processors
- Agricultural consultants or equivalent

The purpose and legal basis for the transfer of the personal data is as follows:

- Processing is necessary for the performance and conclusion of a contract to which the data subject is a party, cf. Article 6 (1) (b) of the Data Protection Regulation.
- The processing is necessary for the pursuit of legitimate interests, cf. Article 6 (1) (f) of the Data Protection Regulation.
- The data subject has given consent in accordance with Article 6 (1) (a) of the Data Protection Regulation.

## Consent as a legal basis for the collection, processing and disclosure

When the processing of personal data is based on your consent, you have the right to revoke the consent without any negative consequences for you. However, it does not affect the processing or disclosure of personal data prior to the withdrawal of consent.

## Transfer of personal data to data processors

We will transfer your personal data to our IT providers who retain the personal data.

We also transfer your personal data to the following data processors in connection with marketing;

- Google
- Facebook
- Instagram

# DATALOGISK

We transfer your personal data to a debt collection agency in the event of default.

We transfer your personal data to suppliers, including control providers.

## Transfer of personal data to recipients in countries outside the EU/EEA

We do not transfer personal data to recipients in countries outside the EU/EEA.

## Retention period

We will retain your personal data for as long as necessary for the purpose of fulfilling the purposes set out above, but not longer than 5 years after the end of the customer relationship.

## Your other rights

You have – within the limitations of the law – certain rights, including the right of access to personal data, the right to change incorrect information, the right to erasure of information, the right to have limited information, the right to data portability.

In certain cases, you have the right to object to our otherwise legal processing of the personal data, including automated, individual decision-making and processing of your information for use in direct marketing.

You also have the right to complain to a competent supervisory authority, including the Data Protection Agency.

## Contact

If you have any questions regarding the processing of your personal data or the exercising of your rights, please contact us on the following email: [mail@datalogisk.dk](mailto:mail@datalogisk.dk)

Datalogisk A/S  
CVR No. 78871911  
Stubbekøbingvej 41  
4840 Nr. Alslev  
Denmark

Date: 16 May 2018