

Data Protection and Privacy Policy

BOARD OFFICE A/S
Jernbanegade 14
9000 Aalborg
DK
Company registration number: 28966237
(the "**Organization**")

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1. **Introduction**

- 1.1 This Data Protection and Privacy Policy (the "**Policy**") describes how BOARD OFFICE A/S ("**us**", "**we**" or "**our**") when acting in the role of a controller, collects and processes your personal data relating to the purchase of services, membership, products, or your use of our website,
- 1.2 The Policy is prepared and made available to comply with the General Data Protection Regulation (2016/679 of 27 April 2016) (the "**GDPR**") and the rules included herein on information to be provided to you.

2. **Collecting personal data with cookies**

- 2.1 By visiting and using our website(s), cookies are collected and used based on your consent. Information in these cookies include ("**Cookiedata**"):
 - a) browser type
 - b) IP address
 - c) search terms on other website(s)
 - d) search terms on our website(s)
- 2.2 Cookiedata is used for: administration of customer relationships in general such as orders, purchase history, invoicing, etc., administration of customer claims, improvement of the website(s) and user experience .
- 2.3 Our use of cookies for the purpose of collecting personal data is carried out in accordance with section 3 of the Executive Order (No. 1148 of 9 December 2011).
- 2.4 If you wish to limit or decline the cookies placed on your computer when visiting our website you can do so at any time by changing your browser settings. However, you should be aware that if you decline or reject cookies it will impact the functionality of the website which means that there are features on the website that you will not be able to see. Any browser allows you to delete cookies collectively or individually. How this is done depends on the browser you use. Remember to delete the cookies in all browsers, if you use several different browsers.
- 2.5 We disclose and/or share Cookie Data with:

Google LLC
- 2.6 Below you will see an overview of the duration of the cookies we use:

Until deleted

3. **Types of personal data processed**

- 3.1 We process personal data about you when this is necessary and in accordance with the applicable legislation. Depending on the specific circumstances, the processed personal data include the following types of personal data:

- a) name
- b) address
- c) email
- d) username
- e) purchasing history
- f) payment card details
- g) telephone number
- h) invoicing and bookkeeping data and documentation
- i) IP addresses
- j) Customer number
- k) account status (customer points, payments etc.)
- l) Facebook data

3.2 When relevant, personal data is collected directly from you or from external sources. Personal data is collected from user profiles across various social media platforms, and thus the source of data collection varies.

3.3 If we need to collect more personal data than specified above, we will inform you by updating this Policy.

4. **Purposes of processing the personal data**

4.1 We will only process your personal data if we have a legitimate purpose and in that case in accordance with the rules of the GDPR. The personal data we collect about you is processed for the following purposes:

- a) To deliver products or services.
- b) To provide service messages and information.
- c) To respond to inquiries or complaints.
- d) To store personal data to comply with applicable legislation requirements such as bookkeeping acts.
- e) To prevent fraudulent behavior or misuse of the IT System and/or the products or services that are provided via the IT system(s).
- f) To prevent fraudulent behavior or misuse of our products, services and website, including the processing of personal data for the purpose of legal actions.
- g) To administrate a customer or membership club
- h) To communicate and exchange data with public authorities when required by law.
- i) To improve our products, services, or website.
- j) To send newsletters and direct marketing (such as e-mails, MMS', direct messages on social media, etc.)
- k) To perform profiling of users, customers or members to analyse and predict their preferences and/or behavior.
- l) To send newsletters by e-mail.
- m) To provide support and service messages, including responding to questions and complaints and sending updates about our products and services.

- 4.2 In addition to the above, we also process for the following purpose(s): When downloading or requesting material / products / services through advertisements on e.g. digital platforms, consent is given to receive sales offers through personal contact.

5. **Legal basis for processing personal data**

- 5.1 We only process your personal data when we have a legal basis to do so in accordance with the GDPR. Depending on the specific circumstances, the processing of personal data is done on the following legal basis:
- a) The legal basis for the processing of such personal data is consent, in accordance with GDPR, Article 6(1)(a). You can withdraw your consent at any time by contacting us via the contact details provided at the end of this Policy. If you withdraw your consent, the personal data processed will be deleted, unless it can or must be processed in order to comply with legal obligations.
 - b) The processing is necessary for the performance of a contract to which the data subject is a party in accordance with GDPR, Article 6(1)(b), the first indent.
 - c) The processing is necessary to comply with applicable legislation in accordance with GDPR, Article 6(1)(c).
 - d) The processing is necessary in order to protect the vital interests of the data subject or of another natural person in accordance with GDPR, Article 6(1)(d).
 - e) The processing is necessary in order to take steps at the request of the data subject prior to entering into a contract in accordance with GDPR, Article 6(1)(b), last indent.
 - f) The processing is necessary for the purposes of the legitimate interests where such interests are not overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data in accordance with GDPR, Article 6(1)(f).

6. **Disclosure and transfer of personal data**

- 6.1 We only transfer personal data to other entities when legally permitted or required.
- 6.2 We transfer personal data to the following recipients from the EU/EEA:
- a) Tax authorities (for example in connection with accounting etc.)
 - b) Processors
 - c) Banks (for example in connection with payments etc.)
 - d) Other recipients at your request
 - e) Collaborators
- 6.3 From time to time we use external entities as suppliers to assist us in delivering our services. The external suppliers will not receive or process personal data unless applicable law allows for such transfer and processing.
- Where the external parties are acting in the role of processors, the processing is always based on a data processing agreement in accordance with the requirements under GDPR.
- Where the external parties are acting in the role of controllers, the processing of

personal data is based on such external parties' data privacy policy and the relevant legal bases which the external parties are obligated to inform about unless the applicable legislation allows otherwise.

- 6.4 We do not transfer personal data to countries or international organisations outside the EU/EEA unless it is necessary on your specific request.

7. **Erasure and retention of personal data**

- 7.1 We ensure that the personal data is deleted when it is no longer necessary for the processing purposes described above. However, we retain your personal data to the extent that we are legally obligated, as is the case with for example accounting and bookkeeping materials and records. If you have any questions about our retention of your personal data, you may contact us by using the email mentioned in the last section of this Policy."

8. **Data subject rights**

- 8.1 As a data subject under GDPR, you have a number of rights.
 - 8.1.1 You have the right to request access to the personal data we process about you, the purposes we process the personal data, and whether we disclose or transfer your personal data to others.
 - 8.1.2 You have the right to have incorrect information rectified.
 - 8.1.3 You have the right to have certain personal data deleted.
 - 8.1.4 You may have the right to restriction of our processing of your personal data.
 - 8.1.5 You may have the right to object to our processing of your personal data based on reasons and circumstances that pertain to your particular situation.
 - 8.1.6 You have the right not to be subject to a decision based solely on automated means, without human interference unless the decision (1) is necessary for entering into, or performance of a contract between you and the Organization, (2) is authorised by law, or (3) is based on your explicit consent.
 - 8.1.7 If the processing of your personal data is based on your consent, you are entitled to withdraw such consent at any time. Withdrawal of your consent will not affect the lawfulness of the processing carried out prior to your withdrawal.
 - 8.1.8 You are entitled to receive personal data which you have provided to us in a structured, commonly used, and machine-readable format (data portability).
 - 8.1.9 You can always lodge a complaint with the data protection authority.
- 8.2 Your rights may be subject to conditions or restrictions. Accordingly, there is no

certainty that you will be entitled to for example data portability in the specific situation; it will depend on the circumstances of the processing.

- 8.3 More information about data subject rights can be found in the guidelines of the national data protection authorities.
- 8.4 Please use you the contact details below if you want to use your rights.
- 8.5 We try to meet your wishes about our processing of personal data, but you can always file a complaint to the data protection authorities.

9. **Changes to this Policy**

- 9.1 We reserve the right to update and amend this Policy. If we do, we correct the date and the version at the top of this Policy. If we make significant changes, we will provide notification by way of a visible notice, for example on our website or by direct message.

10. **Contact**

- 10.1 You may contact us at the below specified email if you:

- a) disagree with our processing or consider our processing of your personal data infringes on the law,
- b) have questions or comments to this Policy, or
- c) want to invoke one or more of your rights as a data subject described in this Policy.

If you have questions or comments to this Policy or if you would like to invoke one or more data subject rights, please contact us at info@board-governance.com.