PRIVACY POLICY

[INSERT COMPANY NAME]

This Privacy Policy explains how [insert company name] ("We", "Us") processes your personal information.

1. **DATA CONTROLLER**

The entity responsible for the processing of your personal information is:

[Company name]

[Address line]

[Address line]

[Address line]

[Company number]

[Email address]

[Telephone number]

The contact details of our representative are as follows: **[DELETE IF NOT RELEVANT]**

[Company name]

[Address line]

[Address line]

[Address line]

[Email address]

[Telephone number]

The contact details of our data protection officer are as follows: **[DELETE IF NOT RELEVANT]**

[Email address]

[Telephone number]

1. **DESCRIPTION OF THE PROCESSING**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Purpose | Categories of personal data | Source of the personal data | Legal basis for the processing | Recipients | Data retention |
| Purpose #1  Examples:   1. Provision of our service: Personal data are used in order to contact you concerning [Insert service], planning and performance of workshop visits and other services that can be ordered through the website. [Insert further description] 2. Marketing: Personal data is used for marketing-related purposes, including to target our communication with you in view of your areas of interests and focus and to send you relevant product promotion in the form of i.a. newsletters. [Insert further description] 3. Optimization of user experience on website: Personal data are collected by your use of our website. We use these details to optimize the user experience on our website and the services we offer. See also our cookie-policy [Insert hyperlink] 4. Business- and product development: [Insert description, if relevant]. 5. Statistics: Personal data are used in order to compile statistics for the use of our website. [Insert description, if relevant] | We process the following categories of personal data about :   1. Ordinary personal data:   Examples:   * Name, address, email address, telephone number, * Previous job history, educational background, resume/CV, birth date etc.] * Purchase history, use of our digital services, * Social security number.  1. Sensitive personal data:   Examples:   * Personal data regarding racial or ethnic origin, political opinions, religious or philosophical beliefs, or * Trade-union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, * Data concerning health or data concerning a natural person's sex life or sexual orientation]  1. Information about criminal convictions and offences:   Examples:   * Violations of laws subject to criminal liability, criminal records*]* | We collect your personal data from the following source(s):  Examples   * Yourself * [Insert description of other sources from which you collect personal information about the individual * A previous employer; * Online sources, e.g. social media that are publicly available; * Public authorities; * Banks. | We process your personal data on the following legal bases:  Examples:   * Article 6.1.a (Consent) * Article 6.1.b (Necessary for the performance of the contract between you and Us) * Article 6.1.c (Necessary for Us to comply with a legal obligation. Add information about the legal obligation) * Article 6.1.f (Necessary for the pursuit of legitimate purposes of Us) * [Describe the legitimate purpose(s) pursued if 6.1.f is used as legal basis and provide information on your balancing of the different interests involved]] * Article 9.2.b (necessary for the purpose of carrying out obligation in the field of employment, social security and social protection) * Article 9.2.f (necessary for the establishment, exercise or defence of legal claims) * Article 10, cf. section 8 of the Danish Data Protection Act | We share your personal information with:  Examples:   * [Suppliers and vendors that We work with to assist our company (meaning service providers, technical support, supply services, and financial institutions);] * [Group entities;] * [Public authorities.] | We will retain personal data processed for this purpose for  Examples:   * Up to [period] from [reference]. * [insert criteria used to determine the period]. * [If possible, divide different storage periods for different categories of personal data and/or different processing purposes, including where appropriate, archiving periods]. |
| Purpose #2  See above | See above | See above | See above | See above | See above |

1. **CONSEQUENSES OF THE PROCESSING [DELETE IF NOT RELEVANT]**

[Add information on what the most important consequences of the processing will be]

1. **TRANSFERS TO COUNTRIES OUTSIDE THE EU/EEA [DELETE IF NOT RELEVANT]**

In some cases, We will be transferring personal data to the following countries outside the EU/EEA: [insert list of relevant countries outside the EU/EEA]. Such transfers will only take place for the specific purposes mentioned above under Section 2, and We will always ensure that appropriate safeguards are in place for such transfer as set out below:

[Choose from the below transfer bases and delete the rest]

1. [The country/countries has/have been deemed by the Commission of the European Union to have an adequate level of protection of personal data.]
2. [The country/countries has/have not been deemed by the Commission of the European Union to have an adequate level of protection of personal data. We will provide appropriate safeguards for the transfer:]

* [through the use of "Model Contracts for the Transfer of Personal Data to Third Countries", as published by the Commission of the European Union, or any other contractual agreement approved by the competent authorities. You may obtain a copy of the contract/agreement by contacting Us at **[insert email address]**.]
* [through the use of an approved code of conduct pursuant to Article 40 an approved certification mechanism pursuant to Article 42. You may obtain a copy of the code of conduct/certification document by contacting Us at **[insert email address]**.]

1. **AUTOMATED DECISIONS [DELETE IF NOT RELEVANT]**

We will use automated decision-making in order to [insert purpose]. The overall logic is [describe the overall logic]. Further, [describe the significance and envisaged consequences of such processing for the data subject].

1. **MANDATORY INFORMATION**

The information about [describe, e.g. marked with \*] is mandatory. The consequence of not providing the information is [describe the consequence].

1. **YOUR RIGHTS**

You have the following rights:

* + - You have the right to request access to and rectification or erasure of your personal data.
    - **You also have the right to object to the processing of your personal data and have the processing of your personal data restricted.**
    - **In particular, you have an unconditional right to object to the processing of your personal data for direct marketing purposes.**
    - If processing of your personal information is based on your consent, you have the right to withdraw your consent at any time. Your withdrawal will not affect the lawfulness of the processing carried out before you withdrew your consent. You may withdraw your consent by [insert modality].
    - You have the right to receive your personal information in a structured, commonly used and machine-readable format (data portability).
    - You may always lodge a complaint with a data protection supervisory authority, e.g. The Danish Data Protection Agency.

You can take steps to exercise your rights by: [insert information on how to make use of rights, e.g. electronic form, email request etc.].

There may be conditions or limitations on these rights. It is therefore not certain for example you have the right of data portability in the specific case - this depends on the specific circumstances of the processing activity.

*Last updated: [Date]*