

## PRIVACY AND COOKIE POLICY

For customers, prospects and other interested parties

At danfloor a / s, we give high priority to data security and confidentiality. This personal data policy sets out clear guidelines for danfloor's way of processing your personal data. In the following, we explain how we use the personal information that you leave and / or provide when you visit our website, as well as when you use the various services on our website.

You can contact us at danfloor@danfloor.com or by phone 9699 1900 regarding our processing of personal data.

### Data controller and contact information

danfloor a/s  
Østerbro 9, 6933 Kibæk  
CVR: 44831317  
Tlf.: 9699 1900  
e-mail: danfloor@danfloor.com

### 1. Collection of personal data

You will always be informed in connection with collection of personal data about you. The personal data collected by us may include, for instance, your name, your email address, and similar identification data, including information about your navigation on the website.

In connection with the submission of your data it will always be stated whether the submission is voluntary or necessary for completing the desired action.

Your personal data is collected in one or several of below cases:

- When you sign up for our newsletter
- When you order a product sample or similiar at our website
- When you contact us via our website

### 2. Use of personal data

Personal data is collected and will be used in connection with:

- Sign-ups for newsletter and the sending of newsletters afterwards
- Administration of user profiles in connection with newsletters
- Send-outs of other marketing material, including invitations to events, fairs etc.
- Statistics
- Other marketing initiatives

Please note, that we will only use your personal data to send marketing material if you prior have given your explicit consent, unless legislation allows us to contact you without your prior consent.

Danfloor a/s keeps statistics about which areas of the site our users visit and which products the users prefer. This data does not contain personal data. Knowledge about the users' use of the website is gained with help from the collected data. This information is used to improve the website. We do use data about

how our users navigate, to better understand how our users use www.danfloor.com, and from that we try to improve the website. We are not able to see where you are going on the internet after you leave our site. We do not sell or otherwise disclose information about how our user navigate and use our website.

### **3. Transfer of personal data to third party**

We do not transfer your personal data to a third party without your consent. Under specific circumstances and with reference to legislation, it might be necessary to transfer information to public authorities or the police.

### **4. Disclosure to data processors**

Your personal data is disclosed to partners of danfloor a/s who deliver services on behalf of danfloor a/s, for example in relation to send-outs of newsletters. These partners only process the personal data on behalf of Danfloor a/s and in accordance with the instructions of Danfloor a/s.

In the case of a re-organization, full or partial sale of the company, any disclosure in such connection will be in accordance with current legislation for the processing of personal data.

### **5. Deletion of personal data**

We will delete your personal data when we no longer need to process them in relation to one or more of the purposes set out above in section 3. However, the data may be processed and stored for a longer period in anonymized form.

### **6. Security**

We have implemented security measures to ensure that our internal procedures meet our high security policy standards. Accordingly, we strive to protect the quality and integrity of your personal data. We store your personal information on computers with limited access and which are located in controlled facilities. We can not guarantee 100 percent security for data transmissions via the Internet. This means that there may be a risk that unauthorized persons gain access to information when data is sent and stored electronically. Thus, you submit your personal information at your own risk.

The rapid development of the Internet means that changes in our processing of personal data may be necessary. We reserve the right to update and amend these guidelines for processing of personal data. If we do so, we will obvious correct the date for "last updated" at the bottom of this page. In case of substantial changes, we will notify you in the form of a visible notice on our websites.

### **7. Your rights**

You are at any time entitled to be informed of the personal data about you that we process, but with certain legislative exceptions. You also have the right to object to the collection and further processing of your personal data including profiling/automated decision-making. Furthermore, you have the right to have your personal data rectified, erased or blocked according to the rules. Moreover, you have the right to receive information about you that you have provided to us, and the right to have this information transmitted to another data controller (data portability).

### **8. Links to other websites etc.**

Our website may contain links to other websites or to integrated sites. We are not responsible for the contents of the websites of other companies or for the practices of such companies regarding the collection of personal data. When you visit other websites, you should read the owners' policies on the protection of personal data and other relevant policies.

## **9. Amendment of data etc.**

If you want us to update, amend or delete the personal data that we have recorded about you, wish to get access to the data being processed about you, or if you have any questions concerning the above guidelines, you may contact us at [danfloor@danfloor.com](mailto:danfloor@danfloor.com) or +45 9699 1900.

You may also write to us at the following address:

danfloor a/s, Østerbro 9, 6933 Kibæk

## **10. Complaints**

If you wish to appeal against the processing of your personal data, please contact us by email, telephone or letter as indicated in section 11 above. You may also contact the Data Protection Agency, Borgergade 28, 5., 1300 Copenhagen K.