

# PRIVACY POLICY

*Updated April, 2020*

Pursuant to the General Data Protection Regulation, LaserTryk.dk A/S (hereafter referred to as LaserTryk.dk) must provide you with information about how we process data about you. Below you can read more about how LaserTryk.dk processes your personal data.

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

LaserTryk.dk is the data controller of the processing of the personal data we have received about you. You can find our contact information below.

LaserTryk.dk A/S  
P. O. Pedersens Vej 26, DK-8200 Aarhus N, Denmark  
www.lasertryk.dk  
Company reg. (CVR) no.: 21686433  
Phone: +45 87 303 303  
Mail: hks@spgroup.dk

If you have any questions regarding our processing of your data, you are always welcome to contact Helle K. Semrau.

## **2. The purpose of and legal basis of the processing of your personal data**

We process your personal data for the following purposes:

- We process your personal data as a part of delivery of printing services to our clients. For instance, your personal data might be contained in the printed matter, or your contact information as client or vendor is stored in our system, so that we may contact you regarding the completion of your order.

The legal basis for our processing of your personal data is as follows:

- If your personal data appears in printed matter that LaserTryk.dk produces, LaserTryk.dk will have ensured that LaserTryk.dk has the right to process your data through the contractual basis with the client. The processing of your personal data will then be pursuant to
  - GDPR, Article 6(1)(a), since you have consented
  - GDPR, Article 6(1)(b), for the performance of a contract that you are a party to, or
  - GDPR, Article 6(1)(f), since processing is necessary in order for LaserTryk.dk to pursue a legitimate interest that takes priority over your interests as a data subject.
- If you are the contact person for a client or vendor, LaserTryk.dk processes your contact information. The processing of your personal data in this case will be pursuant to GDPR, Article 6(1)(f), since the processing is necessary in order for LaserTryk.dk to pursue a legitimate interest that takes priority over your interests as a data subject.

### **Legitimate interests pursued with processing**

As mentioned above, our processing of your personal data is partly pursuant to the rule of balancing interests in GDPR, Article 6(1)(f). The legitimate interests that serve as the basis of the processing is that the interests of LaserTryk.dk's client in having their printed matter delivered takes priority over your interests as a data subject.

The legitimate interest that serves as the basis of the processing of your contact information as an employee or client or vendor is that LaserTryk.dk has an operational need to be able to contact you as a client or vendor in order to perform tasks.

### **3. Categories of personal data**

We process the following categories of personal data about you:

- By default, LaserTryk.dk only processes normal personal data related to clients and vendors.

### **4. Recipients of personal data or categories of recipients**

We disclose or forward your personal data to the following recipients:

- Your personal data will not be disclosed, unless LaserTryk.dk uses a subcontractor in connection with the performance or storage of the task. Any subcontractor will be required to process your personal data in a confidential manner.

### **5. Transfers to recipients in third countries, including international organisations**

Your personal data will not be transferred to recipients outside the EU and the EEA.

### **6. The source of your personal data**

LaserTryk.dk has obtained your personal data from you or from our clients in connection with the performance of a task.

### **7. Storage of your personal data**

We store your personal data for five years.

Especially in the case of personal data that is necessary for reprints of books or other printed matter, which we know from experience that many clients want reprints of, we reserve the right to store the personal data needed for this for up to 10 years, unless something else is specifically agreed upon with the client.

### **8. Automated decision-making, including profiling**

LaserTryk.dk does not use automated decision-making.

### **9. The right to withdraw consent**

If the processing of your data is based on consent, you have the right at any time to withdraw your consent. You can do this by contacting us via the contact information from section 1 above.

If you choose to withdraw your consent, this does not affect the legality of our processing of your personal data based on consent before its withdrawal. If you withdraw your consent, -this will only be in effect from that time.

### **10. Your rights**

According to the General Data Protection Regulation, you have certain rights regarding our processing of data about you.

If you want to exercise your rights, please contact us.

#### **Right of Access (to see data)**

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

#### **Right to Rectification (correction)**

You have the right to have inaccurate data about yourself rectified.

#### **Right to Erasure**

In rare cases, you have the right to have data about yourself deleted before our regular, general deletion occurs.

#### **Right to Restriction of Processing**

In some cases, you have the right to restrict the processing of your personal data. If you have the right to restrict processing, going forward we must only process the data – except for storage – with your consent or for the purpose of establishing, exercising or defending legal claims or for the protection of a person or important public interest.

**Right to Object**

In some cases, you have the right to object to our otherwise legal processing of your personal data. You can also object to the processing of your personal data for the purpose of direct marketing.

**Right to Data Portability (transmitting data)**

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

You can read more about your rights in the Danish Data Protection Agency's guidelines about the rights of data subjects, which you can find on [www.datatilsynet.dk](http://www.datatilsynet.dk).

**11. Complaint to the danish data protection agency**

You have the right to submit a complaint to the Danish Data Protection Agency, if you are not satisfied with the way we process your personal data. You can find the contact information of the Danish Data Protection Agency on [www.datatilsynet.dk](http://www.datatilsynet.dk).