

## **1. RIGHT TO PRIVACY**

We will never collect or publish any personal information without your explicit permission. Any personal information that you choose to share with us will be treated with the highest standards of security and confidentiality and our privacy guidelines comply with European laws.

The information we collect through our forms may be used in the following ways:

- To personalise your experience
- To improve our website
- To administer a contest, promotion, survey or other site feature
- To send relevant emails

## **2. HOW WE COLLECT INFORMATION**

We use Google Analytics and Search Console to help analyse how users use the site. The tools use cookies to collect standard internet log information and visitor behaviour information in an anonymous form. The information generated by the cookie about your use of the website (including your IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity.

The personal information we gather through forms is stored in Google Analytics and Search Console. We don't collect any sensitive personal data in our systems. We use cookies to optimise your experience on your website.

## **3. HOW LONG WE STORE INFORMATION**

We intend data from opted-in contacts until they revoke that opt-in or until they haven't engaged with any NORDIN content for two years as we do not want to unsubscribe any of our followers from our marketing updates unless they do so themselves. Customer data will be stored for a maximum of 5 years in order to comply with requirements around reporting and accounting but also in order to provide customers with copies of previously completed work if required.

#### **4. THIRD PARTY INFORMATION SHARING**

NORDIN only uses information as defined in this policy, this means we will never sell, trade or otherwise share your personally identifiable or anonymized information. This does not include trusted third parties that support us in operating our website or servicing our visitors as long as these partners comply with our privacy guidelines. We may be required to release information when this is mandatory to comply with the law or to protect your or our rights, property or safety.

We only share your personal data with our trusted third parties when it's necessary in order to deliver a requested service and for communicating new initiatives and events for and by our partners. Our trusted partners include: Asia House Denmark, Green Innovation Group, Confederation of Danish Industry, and Innovation Centre Denmark.

When submitting any personal data through one of our website forms, you are asked to agree to the sharing of data with the parties listed above by consenting to this Privacy Policy.

Personally identifiable information includes information which can be used to identify you. Examples of personally identifiable information are your name, email address, your address and phone number.

#### **5. WHEN YOU HAVE SIGNED UP FOR AN EVENT**

When you sign up to an event through one of our website forms, you give us permission to handle your information in the ways necessary to arrange the event. This sometimes means that we will share your provided information with event partners that are not from NORDIN. We only share your personal data when it's necessary in order to deliver a requested service and we only share it with trusted third parties.

At our events photographs and/or video might be taken and later used in promotion of similar events. You have the right to request removal of photos/video, simply email [info@nordin.io](mailto:info@nordin.io) with your request.

#### **6. UNSUBSCRIBE AND THE RIGHT TO BE FORGOTTEN**

You can unsubscribe from our emails at any time. We include detailed unsubscribe instructions at the bottom of each email. Additionally, you can email [info@nordin.io](mailto:info@nordin.io) to unsubscribe. In accordance with European law you have the right to see what data we have collected and you have the right to request removal of this data, simply email [info@nordin.io](mailto:info@nordin.io) with your request.

## **7. CONSENT AND CHANGES**

By using this website you consent to our website's privacy policy. Any updates to the privacy policy will be reflected on this page. This page was last updated in November 2021.