

BABY DAN A/S PERSONAL DATA POLICY – version 02.07.19

Baby Dan A/S respects your privacy. This personal data policy describes both your rights and our obligation to protect your personal data. Baby Dan A/S has the ambition to be completely transparent in our personal data policy and the choices that you can make concerning your personal data that is processed by Baby Dan A/S.

Baby Dan A/S provides products and services to individuals and businesses (hereinafter “customers”) all over the world. Since it is located in the EU/EEA area, Baby Dan A/S is subject to European data protection and privacy regulations and directives. All important decisions by Baby Dan A/S concerning the protection of privacy are made at company level. This declaration is available on our website: www.babydan.dk.

Area of application and acceptance

This personal data policy applies to all business processes at Baby Dan A/S and to all Baby Dan A/S websites, domains, mobile solutions and cloud services, and also to Baby Dan A/S-branded websites.

The declaration includes information concerning the data processing undertaken by Baby Dan A/S when the purpose and the processing of data (Baby Dan A/S as data controller) are determined by Baby Dan A/S, and also the data processing that we undertake on behalf of you/our customers on the basis of your/their instructions (you/the customer as data controller and Baby Dan A/S as data processor).

Personal data is information that can identify you/a person, such as an email, address, phone number, etc. This applies irrespective of whether you are a private customer or are a person representing a business customer.

Processing of personal data is necessary for us to be able to serve you/our customers. By providing us with personal data, you/the customer accept the terms described in this personal data policy. Please do not use Baby Dan A/S websites or provide your personal data if you do not accept this.

Data that we process

Baby Dan A/S processes data concerning customers and software users at our customers, including persons representing potential new customers, who contact us via Baby Dan A/S' website or other channels. Please read about our obligations in this respect in the section concerning Baby Dan A/S as data controller. In this declaration, data subjects may also be referred to as persons or as you.

Baby Dan A/S as data controller

When Baby Dan A/S determines the purpose and methods of processing your/customers' data, Baby Dan A/S acts as data controller. Baby Dan A/S processes personal data about you if you are a customer, if you are a representative of a customer, or if you give your consent to receive information from us on the basis of your own or your employer's interests. We also process personal data about you if you apply for a job at Baby Dan A/S. When you represent a customer at Baby Dan A/S, your rights are the same as if you were a private individual solely representing yourself.

Why do we process your personal data?

In order to manage our customer relationship in general and to fulfil our obligations to you/our customers, Baby Dan A/S requires certain information about you in your role as customer, representative of a customer, or user of our products and services. Our purpose in doing this is to:

1. Offer products and services that customers or potential customers have requested.
2. Offer information about and present products and services that are closely related to the products and services that the customer is already using.
3. Perform deliveries in accordance with a customer agreement.
4. Offer support to users of our products and services.
5. Communicate information that is relevant for our deliveries in particular and our customer relationships in general.
6. Process quotes, orders, invoicing, payments and other financial follow-up in relation to customers.
7. Manage customers' access to our web-based solutions.

Processing in accordance with the aforementioned purposes

(1-7) is necessary in order to manage our customer relationships. Baby Dan A/S therefore does not specifically obtain your permission to process your personal data. Furthermore, with your consent, we also collect information about you:

8. As a customer or customer contact person, for the purpose of promoting new products and services.

How do we collect your personal data?

In general, Baby Dan A/S collects data directly from you. However, we may also collect data from other persons who are associated with the company that you represent. These persons may be managers or colleagues. If you, or the customer you represent, purchase Baby Dan A/S products or services via a Baby Dan A/S business partner, we may collect information about you from that business partner.

We will also, with your consent, use cookies and other tracking technology when you use Baby Dan A/S websites, in order to optimise your experience of these websites. See the section concerning automatic data collection tools for further details of these technologies and your rights in this respect.

In some cases, we may also collect information about you from other legitimate sources, if you have given your consent for the party collecting the personal data to share it with others. These sources may be third-party data aggregators, Baby Dan A/S marketing partners, public sources or third-party social networks. Baby Dan A/S may combine personal data concerning you from one source with data from another source. This gives us a more complete picture of you as a contact person, while also giving us the opportunity to serve you in a more relevant way, on a more personalised basis.

The email correspondence that we exchange between you/the company you represent and Baby Dan A/S will be retained by Baby Dan A/S. Automatic data collection tools Baby Dan A/S uses a wide range of

technologies to collect information about your Internet use, and interests and preferences, that you have freely made available.

Cookies

Baby Dan A/S uses cookies to personalise our content and ads, to show you social media features and to analyse our traffic. We also share information about your use of our website with our social media partners, advertising partners and analysis partners. Our partners can combine this data with other information that you have given them, or that they have collected from your use of their services.

What is a cookie?

A cookie is a small data file that is stored on your computer automatically when you visit a website. The cookie allows the computer to be recognised, so that it is possible, for example, to compile statistics about visitors' use of the site.

Today, cookies are used on virtually every website. In many cases, cookies may be necessary to provide a service on the site.

A cookie is a passive file that cannot collect information from the user's computer, or spread computer viruses or other malware.

Cookies at babydan.dk

We save one or several cookies on your computer and we use these cookies to facilitate your navigation and to survey how the website is being used, so that we can improve its user-friendliness. This information is made anonymous and cannot be attributed to named users in any way.

How do I remove cookies?

Once you have accepted cookies from babydan.dk, you can always remove them under your browser's Internet settings (click on the 'Features' tab, select 'General' and then 'Browser data').

Why do we provide information about cookies?

All Danish websites are subject to an obligation to provide information about which cookies are placed on the user's equipment. The information must be in compliance with the "Danish Order concerning information requirements and consent to the storage of and access to information in end-users' terminal equipment".

The Order requires the informed consent of the user to be obtained when websites wish to store cookies on the user's IT equipment.

[Read the Order here.](#)

Further questions

Questions about cookies in general, the Order and guidelines can be addressed to the Danish Business Authority, tel. no. (+45) 35 46 60 00.

Google

Google Analytics: This cookie allows us to view information about the user's website activities, including, but not limited to, page views, source and time spent on a website. The data is made anonymous and is displayed as figures, which means that it cannot be traced back to individual persons. This will help to protect your privacy. With the help of Google Analytics, we can see which content is popular on our website, and we seek to give you more of the things you prefer to read and view.

Google Analytics Remarketing: Places cookies on your computer, which means that after leaving our website, Google may show you ads about Baby Dan A/S that you may be interested in, based on your previous use of our website. This data is not personally identifiable.

Google AdWords: By using Google AdWords code, we can see which sites have contributed to use of our contact forms. This makes it possible for us to make better use of our paid search budget. This data is not personally identifiable.

Google AdWords Remarketing: Places cookies on your computer, which means that after leaving our website, Google may show you ads about Baby Dan A/S that you may be interested in, based on your previous use of our website. This data is not personally identifiable.

You can prevent information from Google Cookies about your use of our websites from being downloaded and processed by Google in the future by downloading and installing Google Analytics Opt-out Browser Add-on to your current web browser. This add-on is available at <http://tools.google.com/dlpage/gaoptout>

Which personal data do we process?

The type of data that Baby Dan A/S processes about you may include:

- Your or your company's contact details (our customer): name, address, mobile phone number, telephone number and email.
- Employment information about you at our customer: Job title, including preferences and interests in a professional context.
- Feedback, comments or questions about Baby Dan A/S as a supplier or regarding our products and services.
- Unique user information, such as user name (not password).

Baby Dan A/S knows the password originally created for the user – this must be changed by the user himself/herself, after which Baby Dan A/S will no longer know the password.

- Other personal data in your profile on third-party social networks (LinkedIn, Facebook, etc.) If you add a post/update, comment or similar on any public forum or Baby Dan A/S site, this information may be read and used by anyone with access to the website and used for purposes that neither Baby Dan A/S nor you are able to control. Baby Dan A/S is not responsible for any information submitted by you on such forums or on Baby Dan A/S websites. Baby Dan A/S will not publish comments, statements or similar posted by you without your prior consent.

How do we share your personal data?

Baby Dan A/S does not share your personal data with any third party that intends to use the data for marketing purposes, unless you have given your consent to this.

Baby Dan A/S may share your personal data with third parties for other purposes, but only in the following contexts:

- Business partners: Baby Dan A/S may share your personal data with our business partners, if this serves to fulfil a request (offer, order, etc.) from you in relation to our products and services.
- Public authorities: The police and other authorities may require the transfer of personal information from Baby Dan A/S. In these cases, Baby Dan A/S will only transfer the data if this is required under a court order.

Your rights

The right to opt out of marketing communication

You have the right to opt out of receiving marketing communication from Baby Dan A/S and can do so by:

- Following the 'Unsubscribe newsletter' instructions in the relevant marketing communication
- Contacting us by email at marketing@babydan.dk

If you opt out of marketing communication, it can take up to four weeks for this to become effective. Please note that even if you do not wish to receive marketing communication, you can still receive administrative notifications from Baby Dan A/S, such as requested offers, order confirmations, invoices, password changes, etc.

Access and rectification

You have the right to request a copy of your personal data. You can send us a request to this effect by letter, or by email to info@babydan.dk. To manage subscription settings for Baby Dan A/S newsletters, please send us a request to rectify your data.

Data security and storage – how we safeguard your personal data

Baby Dan A/S takes your trust in us seriously. Baby Dan A/S is obliged to prevent unauthorised access, publication or other inappropriate processing of your data. Baby Dan A/S is furthermore obliged to ensure the correct use of the information, in order to maintain data integrity and ensure data availability. As part of our commitment, we use reasonable and appropriate physical, technical and administrative procedures and measures to protect the information that we collect and process.

Baby Dan A/S has taken a number of security measures, including:

- Secure operating environments – Baby Dan A/S stores your data in secure operating environments that are only available to Baby Dan A/S employees and business partners on a need-to-know basis. Baby Dan A/S also adheres to generally accepted industry standards in this respect.

- Prior approval of access – In order to prevent unauthorised access, Baby Dan A/S requires our registered users to verify their identity (e.g. login ID and password) before they can access or change their account.
- Please note that this protection does not apply to the personal data that you choose to share in public areas such as community websites.

For how long do we retain your personal data?

Baby Dan A/S will only retain your personal data for as long as necessary for the specified purpose, taking due account of our need to respond to enquiries, resolve issues, handle guarantee cases, and comply with statutory requirements.

This means that we store your personal data for a reasonable period of time that is appropriate for the purpose:

- Offers: To be able to serve our potential customers, we retain personal data concerning offers made for two years.
- Orders: In order to comply with the Danish Bookkeeping Act, we retain personal data for five years after the last interaction with us.
- Guarantee obligations: In order to fulfil our guarantee obligations, we retain personal data during the guarantee period – for up to two years.

Once the personal data we have collected is no longer required, we will delete it in a secure manner. We may process data for statistical purposes, but in such cases the data will be made anonymous.

Baby Dan A/S as data processor

Baby Dan A/S offers many different services to our customers. These services include processing customers' data and may include the processing of personal data. The purpose of this processing is determined by our customers and not by Baby Dan A/S. In such case, the customer is the data controller of the data subject's data. Baby Dan A/S serves as the data processor in such cases, and processes the data on behalf of and in accordance with instructions from the customer. When Baby Dan A/S serves as data processor, in accordance with the requirements in applicable data protection legislation, Baby Dan A/S will always be obliged to enter into a data processing agreement with the customer.

The customer has agreed and guaranteed that:

- The customer owns or by other means has the right to transfer data to Baby Dan A/S for processing, and the customer is responsible for the accuracy, integrity, content, reliability and legality of the personal data.
- It is the customer's duty, as data controller, to notify the relevant supervisory authorities and/or the data subject in the event of infringement or unauthorised disclosure of personal data, to the extent required under applicable legislation.
- When Baby Dan A/S serves as data processor, Baby Dan A/S is responsible for providing technical and organisational security measures to protect your privacy on behalf of our customer – the data controller. As

data processor, Baby Dan A/S does not process personal data in any other way or for any other purposes than as permitted in the agreement with the data controller.

Data subjects who have comments, claims or questions regarding their personal data for which Baby Dan A/S is a data processor, must submit these to the data controller.

As data processor, Baby Dan A/S will not give any persons access to their personal data without instructions from the data controller to this effect.

If state authorities or the police require the disclosure of personal data, Baby Dan A/S will immediately notify the data controller and will only disclose such information in order to comply with a legal request.

On request, Baby Dan A/S will provide non-public information about internal systems and procedures concerning data processing to customers and business partners. This may be conditional on a Non-Disclosure Agreement.

Subsuppliers and export of personal data

In some cases, Baby Dan A/S will use subsuppliers to process or store personal data, and we may export your/our customer data outside the EU. These subsuppliers are typically suppliers of cloud services or other IT hosting services. On using subsuppliers, Baby Dan A/S will always enter into a data processing agreement to protect your personal data and to fulfil our obligations to our customers.

Data processing outside the EU

If the data processing takes place outside the EU, we ensure that the data processing agreement is based on the EU's standard contractual clauses, or that, if it is located in the USA, the data processor is certified in accordance with the EU/US Privacy Shield.

Baby Dan A/S is not responsible for providing such information to the data subjects whose data is controlled by our customers.

Changes to this declaration

If we change our privacy declaration, we will present the revised declaration here, with an updated revision date. We encourage you to review the declaration on a regular basis. If we make significant changes to our declaration concerning the protection of personal data, we may also notify you of this by other means, for example by sending an email or posting a notification on our company's website and/or social media, before the changes take effect.

This privacy declaration was last updated on 27 February 2019.

How to contact us

We value your opinion. If you have any comments or questions about our privacy declaration, unresolved private or data concerns concerning the protection of personal information or data that we have not

addressed satisfactorily, or concerning any breach of your privacy, please send them to info@babydan.dk. We will treat your requests or complaints as confidential. Our representative will contact you to learn more about your concerns and to outline the opportunities available to resolve them. We seek to ensure that the complaint is resolved on a timely basis and in an appropriate manner.