



inetdesign<sup>o</sup>

## **Data protection and privacy policy**

Data controller:  
INET-DESIGN ApS  
Vølundsvej 1  
DK-8230 Åbyhøj  
Company reg. no: 27264298

Last updated: 8th of march 2018

## 1. Introduction

The policy regarding the collection and processing of personal data and the use of cookies (hereinafter the "Policy") describes how INET-DESIGN ApS, with Danish company registration number 27264298, (hereinafter "us", "we" or "our") as data controller collects and processes personal data about

- a) employees
- b) customers
- c) customer employees
- d) persons, who engage in dialogue with INET-DESIGN about a potential customer/provider relation in the future.
- e) job applicants
- f) users of our website ([www.inet-design.dk](http://www.inet-design.dk))
- g) users of our online products Doomags ([www.doomags.com](http://www.doomags.com)) (hereinafter the "Product" or "Product").
- h) providers
- i) provider employees

When you enter any of the above-mentioned dialogues or user sceneries and submit your personal data to us, you accept the application of this Data Policy.

Similarly, when you use our Product and submit your personal data to us, you accept that this Data Policy is applicable.

## 2. Which personal data do we collect and for what purposes?

2.1 When you use our website and/or Product, we collect and process information about you by the use of cookies. This information includes your browser type, your IP address, your behavior and information about your computer type (hereinafter "Cookie Data"). Cookie Data are generally used to improve our product, acquire information about customer preferences, improve the conversion on our websites and perform targeted advertising. The specific cookies are listed and described on our website.

2.2 When you use our Product, we will also collect and process personal data about you to be able to provide our Product to you and to accept online payment. These data are both collected by us and typed in by you and comprise name, address, e-mail and telephone number (hereinafter "General Customer Data").

2.3 We ask you to not register and type in any sensitive personal data in our Product via our website, including in commentary fields, mail correspondence, support chat or similar fields made available for you. Sensitive personal data include information about race, ethnic origin, religion or philosophical beliefs, sexual orientation, health, political preferences and worker's union membership.

2.4 Clients and clients' employees are registered in our CRM with the purpose to sustain a structured sales procedure and client handling procedure (access to partners in INET-DESIGN). We register name, surname, title, e-mail address, phone number and company affiliation (hereinafter "General Client Data").

2.5 Through general mail correspondence, private data in the form of name and e-mail address as well as other personal data that should appear in the content of the email and the e-mail signature (hereinafter “General Client Data”), will be stored in the mail clients of INET-DESIGN’s employees (Outlook and Webmail).

2.6 By using INET-DESIGN’s support (via [support@inet-design.dk](mailto:support@inet-design.dk)), private data in the form of name and e-mail address as well as personal data that should appear in the content of the email and the e-mail signature (hereinafter “General Client Data”), will be stored in the third party system, Zendesk, which is a support tool.

2.7 INET-DESIGN stores personal data on all employees in the form of name, address, account number, birthday, phone number and in some cases, personal e-mail address (hereinafter “General Employee Data”).

2.8 INET-DESIGN stores personal data that have been provided by business partners, vendors and companies, who wishes to be suppliers of INET-DESIGN. It can be personal data provided to INET-DESIGN in relation with correspondence, offers, contract drafts, licenses, etc. (hereinafter “General Supplier Data”).

### 3. On what legal basis do we process your personal data?

3.1 Our processing of Cookie Data is done, so that INET-DESIGN can handle its legitimate interests in improving the user experience of our Product and of our website and offer our customers the best and most relevant offers via marketing initiatives.

3.2 Our processing of General Customer Data is done because it is necessary to perform the contract on purchase and use of our services and/or Product as well as execute a structured and professional key account management.

3.3. Our processing of General Employee Data is necessary to uphold a contract of employment consisting of depositing salary and perform tax reporting to and for employees, and for recruitment purposes.

3.4 Our processing of General Supplier Data is necessary to uphold professional liaisons, dialogues and contracts with our suppliers and business partners.

### 4. Do we transfer your personal data to others?

4.1 We only transfer your personal data to third parties if permitted by the applicable legislation. Your personal data is not transferred to third parties for marketing purposes unless we have achieved your preceding accept (however see pt. 4.2)

4.2 We use external third-party businesses as suppliers to deliver our services as well as possible. These external suppliers are called data processors and they will in some instances and to some extent process your personal data in connection with the external suppliers’ provision of services to us. Our data processors only process your personal data in accordance with our instructions, the applicable legislation and the data processor agreement that we have entered with them.

## 5. How long do we keep and store your personal data?

5.1 We make sure that we delete your personal data on an ongoing basis when they are no longer needed or relevant to pursue the purposes they are collected for. We do, however, keep your personal data to the extent this is required by the applicable legislation, for example with respect to personal data included in bookkeeping records that is subject to the bookkeeping legislation.

## 6. What rights do you have as a data subject?

6.1 As a data subject, you have several rights that we can help you with. Your rights include the following:

- (a) You have the right to access to the personal data processed about you along with the purposes of the processing and information on any transfer of your personal data to any third parties.
- (b) You have the right of rectification of your personal data.
- (c) In some instances, you have the right to have certain personal data deleted.
- (d) In some instances, and under certain conditions, you have the right to restrict the processing of your personal data meaning that we only store your personal data in a given period.
- (e) You have the right of data portability of the personal data you have given to us, with regards to the personal data we collected, because of your consent or because we need the personal data for completing a contract with you.
- (f) Under certain circumstances, you have the right to object to our processing of your personal data based on reasons and issues relevant to your specific situation. If we ever process personal data about you based on your consent to do so, you have the right to withdraw such consent at any time after which we will delete your personal data collected based on your consent.

6.2 If you wish to enforce your rights and get our help in doing so, please contact us via email to [mail@inet-design.dk](mailto:mail@inet-design.dk).

6.3 We strive to do everything to meet your requests and wishes to our processing of your personal data. However, a certain processing time, depending on the complexity of the case, is to be expected. We aim to process and handle the request within 2 months from the time we received the written request.

If you – despite our endeavors – are not satisfied with our processes and you wish to complain, you can do so at the Danish Data Protection Agency ([www.datatilsynet.dk](http://www.datatilsynet.dk)).

## 7. Changes to this Policy

Due to the rapid development of the internet, including regulations on how personal data and cookies are processed, for instance GDPR, it may be necessary to make changes in how we process personal information. Therefore, we reserve the right to update and change this Policy. If we do so, we will renew the date for “Last updated” on the frontpage of this Policy. If we make any relevant changes, we will

communicate this in a clear message on our website as well as on our LinkedIn company page.

## 8. Contact

If you have questions or comments to this Policy or if you want to claim any of your rights as a data subject, you may contact us on [mail@inet-design.dk](mailto:mail@inet-design.dk).