

Privacy policy - Graulund Consulting

Information on the processing of personal data

Last updated: March 2020

Your data security is important to us, and we therefore make it a high priority that we handle your data in a responsible manner.

Graulund Consulting's role as the data controller

In connection with our company's operation, we process an amount of personal data. We do so in order for us to service you in the best possible way. We collect and process mostly general (non-sensitive) data.

If you have any questions about our processing of your personal data, please contact us here:

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Holmevej 23
2860 Søborg
Denmark

Tel.: +45 2613 3005
E-mail: tove@graulund.com

What personal data we collect and for what purpose

We process personal data about you in a variety of situations. Read more below about our data processing in different situations.

A. Our customers and potential customers

Graulund Consulting offers consulting services in the areas of IP management and IP strategy to businesses as well as strategic and business development services to consultancies, firms and service providers in IP. When you are a customer/potential customer of or a contact person with one of our customers/potential customers, we process personal data about your name, company name, company address, work phone number/mobile number, e-mail address, title, your purchases, payment information and information from publicly available sources as well as other information that you provide to us.

We process personal data for the purpose of complying with the agreement we have with our customers, for the purpose of providing services, invoicing, statistics and quality management, as well as for maintaining our customer records and providing overall service, marketing and sales to our customers and potential customers.

Our basis for processing is the agreement we have with you (article 6(1), point (b) of the General Data Protection Regulation) or our legitimate interests (article 6(1), point (f) of the General Data Protection Regulation).

B. Our partners and/or suppliers

When you are a Graulund Consulting partner or supplier or a contact person with a partner/supplier, we process information about your name, company name, company address, work phone number, e-mail address and title as well as publicly available information and other information that you provide to us.

We process the data for use in contract management as well as to receive goods and services from our suppliers and partners and, where relevant, to honour agreements with our customers.

Our basis for processing is the agreement we have with you (article 6(1), point (b) of the General Data Protection Regulation) or our legitimate interests (article 6(1), point (f) of the General Data Protection Regulation).

C. Other general purposes of data processing

We may enrich the information described above with information from other sources. This may be publicly available information – including information that we obtain through generally available sources.

Information that we have obtained for the purposes described above may also be processed by Graulund Consulting for compliance with the laws and regulations to which Graulund Consulting is subject in connection with the operation of our company or to fulfil various reporting or disclosure obligations under applicable laws and regulations (article 6(1), point (c) of the General Data Protection Regulation).

If Graulund Consulting sells all or part of our business or sells or transfers our assets or otherwise is involved in a merger or transfer of all or a substantial part of our business, Graulund Consulting may transfer your information to the party or parties involved in the transfer as part of this transaction where permitted under Danish law (article 6(1), point (f) of the General Data Protection Regulation).

Finally, Graulund Consulting may process your personal data in order to enforce or defend our or any third party's legal or legitimate interests where necessary, legal and proportional (article 6(1), point (c) of the General Data Protection Regulation).

Sharing your data with others

Graulund Consulting may disclose your personal to other suppliers and/or service providers in connection with the general operation of our business.

Graulund Consulting may also disclose your personal data to a public authority in situations where we are specifically bound to disclose your personal data in accordance with the laws and notification obligations to which we are subject.

We try to limit the disclosure of personal data in personally identifiable form and thus the disclosure of information that can be attributed to you personally.

Graulund Consulting also entrusts your personal data to data processors, e.g. in connection with the administration of our IT systems and in connection with our marketing. Our data processors process your personal data solely for our purposes and on our instructions. We enter into data processor agreements with our data processors to ensure that the required security is in place and to protect the data and comply with our data protection obligations.

Transfer of personal data to countries outside the EU/EEA

In connection with our processing of your personal data, we may transfer the information to countries outside the EU/EEA. Data protection legislation in these countries may be less restrictive than it is in Denmark and the rest of the EU/EEA. In some countries, however, the European Commission has determined that the data protection level is in line with the level of protection in the EU/EEA. If we transfer personal data to countries where this is not the case, the transfer of your personal data to these countries

outside of the EU/EEA will be based on the standard transfer contracts drawn up by the European Commission or another similar transfer basis specifically designed to ensure an adequate level of protection.

You can read more about the transfer of personal data to countries outside the EU/EEA on the European Commission's website.

Storage period, data integrity and security

Your personal data is stored no longer than is necessary to meet the purposes for which it was collected. When your data is no longer necessary, we will ensure that deletion is in a safe manner.

It is our policy to protect personal data by taking adequate technical and organisational security measure.

Your rights

As a data subject, you have a number of rights under the General Data Protection Regulation. Please contact us if you want to exercise your rights.

You may withdraw any consent unconditionally and at any time. This can be done by sending an e-mail to us (see the e-mail address above). Withdrawal of your consent will not have any negative impact. However, it may mean that we cannot honour specific requests from you in the future. Withdrawal of your consent will not affect the lawfulness of processing on the basis of your consent before it is withdrawn. Furthermore, it will not affect any processing performed on another legal basis.

In addition, you may – unreservedly and at any time – raise objections to our processing when it is based on our legitimate interest.

Your rights also include the following:

Right to access: You have the right to gain access to the personal data we process about you.

Right to rectification: You have the right to have incorrect personal data about yourself corrected and incomplete personal data completed.

Right to erasure (right to be forgotten): Under certain circumstances, you have the right to have your personal data erased prior to the time when we normally delete it.

Right to restriction of processing: Under certain circumstances, you have the right to have the processing of your personal data restricted. If you are entitled to restricted processing, we will from that time on only process the data – with the exception of storage – with your consent or for the establishment, exercise or defence of legal claims, for the protection of the rights of another natural or legal person or for reasons of important public interest.

Right to objection: You have the right to object to our processing of your personal data under certain circumstances – and always if the processing is for direct marketing purposes.

Right to data portability: Under certain circumstances, you have the right to receive your personal data in a structured, commonly used and machine-readable format and to transmit this personal data from one data controller to another.

Right to lodge a complaint: You can lodge a complaint with the Danish Data Protection Agency at any time regarding our processing of personal data. For more information, see datatilsynet.dk where you can also find further information about your rights as a data subject.

Updates

We are continuously evaluating and updating this data notification. It is therefore a good idea to keep yourself regularly updated. You can see above the date of latest modification to this notification. The latest version will always be available on our website.