

PERSONAL DATA POLICY FOR APPLIA DENMARK

1 APPLiA Denmark is the association for manufacturers and importers of white goods and electrical household items in Denmark. This policy describes how, and on what basis, APPLiA Denmark processes your personal data.

1 RESPONSIBLE FOR DATA

2 APPLiA Denmark is the data controller for processing the personal data we collect about you.

3 Our director is responsible for ensuring that APPLiA Denmark complies with data-protection legislation

4 You are welcome to contact us:

APPLiA Denmark

Høffdingsvej 34,

2500 Valby.

CVR no. 21661511

E-mail: applia@applia-danmark.dk

Tel. 33 36 91 92

2 PURPOSE

5 In accordance data protection regulations, we only process your personal data for specific purposes when we have a legal reason to do so.

6 The purpose of APPLiA Denmark's processing of personal data is:

- 1) to be able to get in touch with contact persons at our member companies,
- 2) to be able to get in touch with other relevant industry actors, including by issuing our trade magazine "Hvidvare-Nyt" (White Goods News), to thereby satisfy the interests of our fellow members and,
- 3) to send out newsletters to people who want them.

3 LEGAL BASIS

7 The legal basis for processing your personal data is:

- For the purpose of APPLiA Danmark's administration of membership of the association, APPLiA Danmark processes personal data about contact persons in the member companies in accordance with data protection regulation article 6, subsection 1, letter b, as the processing is necessary to fulfill membership with APPLiA Danmark.
- In order to be able to get in touch with relevant players in the industry, including when publishing the trade magazine "Hvidvare-Nyt", APPLiA Denmark processes names and contact information pursuant to Article 6, paragraph 1 of the Data Protection Regulation. 1, letter f, as the processing is necessary for APPLiA Danmark to pursue a legitimate interest, which consists of serving and looking after the interests of members.
- For the purpose of sending APPLiA Danmark's newsletter, personal data is processed on the basis of consent, as per data protection regulation, article 6, subsection 1, letter a. It is voluntary, as to whether you want to give this consent, and you can withdraw your consent at any time by notifying us. If you choose to withdraw your consent, it does not affect the lawfulness of our processing of your personal data on the basis of your previously communicated consent and up to the time of withdrawal. If you withdraw your consent, it therefore only takes effect from this point on.
- If there are cases where APPLiA Denmark is legally obliged to disclose personal data under special legislation, this disclosure takes place in accordance with the data protection regulation's article 6, subsection 1, letter c.

4 TYPES OF PERSONAL INFORMATION

8 We only process information about you that is relevant and sufficient in relation to the purposes defined above under section 3.

9 We only process general personal data about you in the form of your name and contact details. Your contact information will typically be a telephone number, e-mail address, and residential address.

5 WHERE YOUR INFORMATION COMES FROM

10 We typically receive the information we process from you or from the member company where you are employed.

6 STORAGE

11 We only store your personal data for as long as it is necessary to fulfill the purpose that justifies the processing. We delete your personal information as soon as you no longer have a relevant connection to APPLiA Denmark, e.g., due to a change of job or when a member company deregisters from APPLiA Denmark. If you unsubscribe from our newsletter or unsubscribe from "Hvidvare-Nyt", your personal data will be deleted immediately.

7 TRANSFER

12 We do not pass on or entrust your personal data to others.

8 TRANSFER TO RECIPIENTS IN THIRD COUNTRIES

13 We do not transfer your personal data to recipients outside the EU and EEA.

9 YOUR RIGHTS

14 According to the data protection regulation, you have several rights in relation to our processing of information about you. If you want to exercise your rights, you are welcome to contact us (see section 1).

- Right to see information (right of access)

You have the right to gain insight into the information that we process about you, as well as a range of additional information.

- Right to correction (rectification)

You have the right to have incorrect information about yourself corrected.

- Right to erasure

In special cases, you have the right to have information about you deleted before the time when our regular, general deletion occurs.

- Right to restriction of processing

In certain cases, you have the right to have the processing of your personal data restricted. If you have the right to have the processing restricted, we may, in the future, only process the information - apart from storage - with your consent, or for the purpose of establishing, asserting, or defending legal claims, or to protect a person or important public interests.

- Right to object

In certain cases, you have the right to object to our processing of your personal data.

- Right to transmit information (data portability)

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

15 You can read more about your rights in the Data Protection Authority's guidance on data subjects' rights, which you can find at www.datatilsynet.dk.

10 COMPLAINING TO DATA SUPERVISION

16 You have the right to lodge a complaint with the Danish Data Protection Authority if you are dissatisfied with the way we process your personal data. You will find the Danish Data Protection Authority's contact information at www.datatilsynet.dk.