

## Privacy Policy

### Introduction

At BROEN A/S we are committed to protecting your privacy. All personal data is processed in accordance with the applicable data protection laws. Our privacy policy outlines the actions we have taken to ensure this and provides details on how we treat any personal data you may submit to us.

This privacy policy applies to the website broen.com and any other BROEN A/S owned websites. Please note that this policy applies to the information collected through these websites and not to websites maintained by other companies or organizations to which we link. This policy also applies to information that we collect from you or your employer if you are a contact at one of our customers, suppliers or prospective business partners.

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### What information do we collect about you?

When contacting BROEN A/S through the website to request information about products and services or support, BROEN A/S could require you to provide the company with personal contact information such as name, email address, phone number, country, and company name.

When subscribing to our newsletter BROEN A/S requires you to provide only your email address.

As you navigate the company's website, BROEN A/S may also collect information through the use of commonly-used information-gathering tools, such as cookies and Web beacons ("Web Site Navigational Information"). For more information on this see the "Cookies", "Third Party Cookies" and "Third Party Tracking" sections below.

If you are a contact at one of our customers, suppliers, prospective business partners or business partners customer, we process your standard business contact information (name, e-mail address, telephone number etc.) and information regarding your employer. We collect this information from you directly, or from your employer. We also collect information from events that BROEN A/S host or co-host.

### How will we use the information about you?

BROEN A/S use the collected personal data to respond to your questions, requested support or requests for newsletters. BROEN A/S may also use collected data for marketing purposes. For example, BROEN A/S may

use information you provide to contact you to further discuss your interest in our products and services and to send you information regarding the company, its affiliates, and its partners, such as information about promotions or events.

If you are a contact at one of our customers, suppliers, prospective business partners or business partners customer, we process your personal data in order to communicate with your employer regarding our business. We may also use your personal data to market our products and services to your employer. Out of respect for your privacy, you may choose at any time to stop receiving our newsletters or other information emails by following the unsubscribe instructions or contacting us at [gdpr@broen.com](mailto:gdpr@broen.com)

### **Legal basis for our processing of your personal data**

Our processing of your personal data for the purpose of responding to your questions and giving support is done on the basis of our legitimate interest of effectively communicating with you and providing you with quality support in an online environment.

Our processing of your personal data for marketing purposes is done on the basis of our legitimate interest of marketing our products and services.

If you are a contact at one of our customers, suppliers, prospective business partners or business partners customer, our processing of your personal data is done on the basis of our legitimate interest of effectively communicating with our business partners (processing orders).

### **Information sharing and disclosure**

We will share your personal data with third parties only in the ways that are described in this privacy policy:

#### **Service Providers**

We may provide your personal data to companies that provide services to help us with our business activities such as backup and other cloud services. These companies are authorized to use your personal data only as necessary to provide these services to us.

#### **Subsidiaries, Parent or Sister Companies**

We may share personal and demographic information about you with other companies within the BROEN Group for the same purposes as described above in "Use of Information Collected".

#### **Business Partners and Affiliates**

From time to time, BROEN A/S partner with other companies to jointly offer services (such as webinars). We may share your data collected in connection with your expression of interest in such services with business partners. BROEN A/S does not share your data with business partners unless you specifically accept to such sharing via an event registration form. BROEN A/S does not control our business partners' use of the data that we collect, and their use of the information will be in accordance with their own privacy policies.

#### **Other Third Parties**

We may also disclose your personal data to any third party with your prior consent to do so.

#### **Legal Disclosure**

BROEN A/S reserves the right to use or disclose information provided if required by law or if the company reasonably believes that use or disclosure is necessary to protect the company's rights and/or to comply

with a judicial proceeding, court order, or legal process. If BROEN A/S is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our website of any change in ownership or uses of your personal data, as well as any choices you may have regarding your personal data.

### **International transfer of information**

In the event that BROEN A/S uses service providers or business partners established in a so-called third country outside the EU/EES, we will ensure, that your data only will be transferred, if the third country's regulations ensure an adequate level of protection for your data and rights.

### **Your rights**

You have the right to request a copy of the information that we hold about you. In some cases, you have the right to have us correct, update or delete your personal data that we process.

You may ask us to have your personal data removed from any forum by emailing us at [gdpr@broen.com](mailto:gdpr@broen.com) or by contacting us by telephone +45 64 71 20 95. BROEN A/S will also forward the change requests to those with whom we have shared the information.

You also have the right to object to or restrict the use of your personal data as well as the right to receive and transfer your data to other companies (portability). You also have the right to lodge complaints regarding our processing of your personal data to a supervisory authority.

### **How long do we keep your personal data?**

We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

If you are a contact at one of our customers, suppliers or prospective business partners, we will retain your personal data as long as we have an active business relationship with your employer, or as long as you are our contact at that customer or supplier. If we end our relationship with our customer or supplier where you are our contact, we may process your personal data for marketing purposes after our relationship with your employer has ended.

### **Security**

The security of your personal data is important to us. We follow generally accepted standards to protect the personal data submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we can't guarantee it is absolute security. In the case of a personal data breach, BROEN A/S shall notify the controller without undue delay after becoming aware of a personal data breach.

### **Cookies**

A cookie is a small text file that is stored on a user's computer for record-keeping purposes. To serve you faster and with better quality, we use cookies on our website. We do not link the information we store in cookies to any personal data you submit while on our site.

If you reject cookies, you may still use our site, but your ability to use some areas of our site, such as contests or surveys, will be limited.

### **Third-Party Cookies**

We use tools such as Google Analytics to collect anonymous data on the use of our site to improve the quality of your experience. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site, and to gather demographic information about our user base as a whole. The use of cookies by our partners, affiliates, tracking utility company, and service providers is not covered by our privacy policy. We do not have access or control over these cookies. Our partners, affiliates, tracking utility company and service providers may use session ID cookies to make it easier for you to navigate our site.

### **Links to other websites**

Our website includes links to other websites whose privacy practices may differ from those of BROEN A/S. If you submit personal data to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

### **Notification of Privacy Policy Changes**

We may update this privacy policy to reflect changes to our information practices. If we make any material changes, we will notify you by means of a notice on our website prior to the change becoming effective. We encourage you to periodically review the website for the latest information on our privacy practices.

### **Contact us**

If you have any questions, concerns or suggestions about our Privacy Policy or associated practices, please contact us at [gdpr@broen.com](mailto:gdpr@broen.com)

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