

BLADT PRIVACY POLICY

Bladt Holding A/S (together with its affiliated companies – hereinafter referred to as "Bladt" "we", "our" or "us") are committed to handling personal data responsibly and in accordance with applicable data protection legislation.

This privacy policy is intended to provide information on Bladt's processing of personal data collected from users of our websites, contact persons at customers, suppliers and other business partners.

We encourage you to read this policy to learn more about the ways we collect, use, disclose and protect your personal data.

1. Users of websites

Data controller

Unless otherwise informed, Bladt is the data controller in relation to the personal data collected when you visit and make use of the functions on our websites.

Collection of personal data

Bladt may collect, process and store personal data about you in the following instances:

- When you visit and browse our websites
- When you communicate with Bladt

Purposes of the processing

Your personal data may be processed for the following purposes:

- Promotional marketing in general
- General communication
- Statistics and analysis

Legal basis

Bladt will mainly process your personal data based on one or more of the following legal bases:

Legitimate interests: In most cases, the processing of your personal data will be based on our legitimate interest in, for instance, conducting statistics, analysis, marketing activities (where consent is not required), providing support as well as improving and developing our products and services (Article 6(1)(f) of the GDPR).

Retention period

Your personal data will be retained for the period necessary to fulfill the purposes outlined above, unless a longer retention period is required by applicable law.

2. Contact persons at Bladt Customers, suppliers and other business partners

Data controller

This section sets out the policy of Bladt's processing of personal data collected from owners of sole

proprietorships or contact persons at Bladt's clients, suppliers and other business partners who collaborate with Bladt.

Collection of personal data

Bladt may collect, process and store personal data about you in the following instances:

- When your company or the company you are employed with enters into an agreement with Bladt
- When you have shown an interest in Bladt's products, e.g. by providing your business card to Bladt
- When you collaborate and communicate with Bladt

Types of personal data

Bladt may collect, process and store the following personal data:

- Name, e-mail address, telephone number and similar identification data
- Individual data, such as preferred language
- Organizational data, such as company name, company address, job position, business area, primary work location and country
- Contractual data, such as purchase orders, invoices, contracts and other agreements between your company (or your employer) and Bladt, that may include e.g. your contact information

Such information may be provided directly by you (primarily via e-mails and other correspondence) or by a third party such as your employer.

Purposes of the processing

Your personal data may be processed for the following purposes:

- Generally, to plan, perform and manage the business relationship, including any contracts
- Administration, such as processing payments (including collection of outstanding invoices), evaluation of credit ratings, performing accounting, auditing, billing activities, arranging shipments and deliveries as well as providing support services
- General communication
- Completion of requests received from you
- Statistics and analytics
- Compliance and regulatory purposes, such as fulfilling our legal and compliance-related obligations to prevent illegal activity
- Dispute handling

Legal basis

Bladt will mainly process your personal data based on one or more of the following legal bases:

- Contractual obligation: The processing of your personal data will in some cases be necessary for the performance of a contract (Article 6(1)(b) of the GDPR).
- Legitimate interests: We may process your personal data pursuant to our legitimate interest in, for instance, to manage daily operations according to lawful and fair business practices, including planning, performing and managing the business relationship or our legitimate interest in e.g. statistics, analysis, marketing activities (where consent is not required), providing support as well as improving and developing our products (Article 6(1)(f) of the GDPR).

- Legal claims: The processing may also be necessary to prevent fraud or establish, exercise or defend legal claims (Article 6(1)(f) of the GDPR).
- Legal obligation: The processing of your personal data will in some cases be necessary to comply with legal obligations, such as our obligations to prevent illegal activity (Article 6(1)(c) of the GDPR).
- Consent: In exceptional cases and only when no other legal basis can be applied, Bladt may ask separately for your consent to process your personal data. Bladt will, for instance

Retention period

Your personal data will be retained for the period necessary to fulfill the purposes outlined above, unless a longer retention period is required by applicable law. The retention periods may differ from country to country due to applicable national legislation.

3. General information applicable for all individuals covered by this privacy policy

Your rights

- You have the right to access the personal data we process about you
- You have a right of objection towards our collection and further processing of your personal data
- You have the right to have your personal data rectified and deleted, with certain national statutory exceptions
- You have the right to request us to restrict the processing of your personal data
- Under certain circumstances you may also request to receive a copy of your personal data as well as the transmission of your personal data which you have provided us with to another data controller (data portability)
- You may at any point withdraw the consents that you have given.

Questions or complaints

If you have any questions in relation to this privacy policy or if you wish to make a complaint in connection to our processing of your personal data, please contact us on office@bladt.dk. You can also write to us at the following address:

Bladt Holding A/S
Nørredybet 1
9220 Aalborg Øst
Denmark

If your complaint is not resolved by us and you wish to proceed with the case, you can send your complaint to the supervisory authority in your country. A list of European supervisory authorities is available [here](#).

4. Changes to our privacy policy

This Privacy Policy supersedes all previous versions. It will be necessary to continuously update and change this policy, and we therefore reserve the right to update and change it. In the event of significant changes, we will notify you on: www.bladt.dk or e-mail.

5. Version history

Version	Date of approval	Changes	Owner	Responsible
1	13.04.2023		Compliance	Excom