

Website and emails - Kromann Reumert will process personal data about you when you visit our website, [www.kromannreumert.com](http://www.kromannreumert.com), or open our emails

When?	Types of personal data	Purpose	Legal basis	Retention period	Recipients
<b>Registration for and participation in our events</b>	Name, contact details such as address and email address, company and title.	We will record and use the data for the purpose of running our events (e.g. confirm your registration, prepare name badges and diplomas, and submit material from events).	The legal basis is the legitimate interests of Kromann Reumert, as the processing of your personal data is necessary for the running of the event (see Article 6(1)(f) of the General Data Protection Regulation).	We will retain data about your participation for 3 years from the date of the event.	Kromann Reumert may disclose your personal data to third parties such as event co-organisers and payment providers if this is necessary to organise and/or follow up on the event.
When?	Types of personal data	Purpose	Legal basis	Retention period	Recipients
<b>Signing up for newsletters or invitations to events</b>	Name, email address, and areas of interest	We will record and use the data for the purpose of sending you newsletters and invitations to new events if you have asked to receive them.	The legal basis is your consent (see Article 6(1)(a) of the General Data Protection Regulation).  Withdrawal of consent to direct marketing: You may unsubscribe from our newsletters at any time, using the link at the bottom of each newsletter.	Personal data provided when subscribing for newsletters and invitations to events will be erased when you unsubscribe.	Kromann Reumert will not disclose your personal data to third parties. Kromann Reumert may use third-party service providers for the sending of newsletters and invitations. Such third parties will act solely on our behalf and on our instructions and are not allowed to use the data for their own purposes.

When?	Types of personal data	Purpose	Legal basis	Retention period	Recipients
<p><b>Acceptance of cookies on our website</b></p> <p>Our <a href="#">Cookie Policy</a> includes further details on our use of cookies on www.kromannreumert.com and explains how you can delete or turn them off.</p>	IP address.	The purpose is to optimise your visit to our website, including to ensure functionality, to generate usage statistics, to remember your preferences (e.g. choice of language), and to target our social media advertising.	The legal basis for the processing of your IP address is Kromann Reumert's legitimate interest in generating useful statistics that give a fair view of the use of our website, optimising the operation of the website and marketing our services on social media (see Article 6(1)(f) of the General Data Protection Regulation).	<p>Your IP address collected and processed for statistical purposes by use of cookies will be retained for up to 14 months after the cookie is stored onto the visitor's hard drive.</p> <p>For retention periods for other data, please refer to our cookie policy: <a href="#">cookie policy</a></p>	Your IP address will be submitted to our business partner, Matomo, for processing and generation of statistics on the use of our website. Matomo will act solely on behalf of Kromann Reumert and is not allowed to use the information for its own purposes.
When?	Types of personal data	Purpose	Legal basis	Retention period	Recipients
<p><b>Acceptance of web beacons in our emails</b></p> <p>In our <a href="#">cookie policy</a> you can find more information about our use of web beacons in our emails and how to avoid them.</p>	IP address, the device, operating and email system you use, your location when you open our emails, and behaviour when you click on our emails.	The purpose of web beacons in emails is to target marketing to you.	The legal basis for the processing of your personal data is your consent (see Article 6(1)(a) of the General Data Protection Regulation).	<p>As long as you are listed as a contact in our system, we will be able to see clicks made in the period during which you have accepted beacons.</p> <p>After withdrawal of a consent to web beacons, we will retain openings of and clicks in emails recorded before the withdrawal.</p>	Your personal data will be transferred to Microsoft, which is our data processor.

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<p><b>Social media</b></p>	<p>Your IP address and the data made available by you on e.g. Facebook, Instagram and LinkedIn via your settings, your response to content posted by us, your sharing of such content, and any comments on our content.</p>	<p>The purpose is image branding and marketing of Kromann Reumert.</p>	<p>The legal basis for the processing of your personal data is Kromann Reumert's legitimate interests in making content available on social media to users who follow Kromann Reumert, for image branding and marketing purposes (see Article 6(1)(f) of the General Data Protection Regulation).</p>	<p>The data will be erased when the content is deleted or when you withdraw your response to our content (likes, sharing etc.).</p> <p>Your IP address collected and processed for statistical and marketing purposes by use of cookies will be retained for up to 14 months after the cookie is stored onto the visitor's hard drive.</p>	<p>If you visit our Facebook page, your personal data will be collected and processed by Facebook Ireland Limited ("Facebook") by use of cookies.</p> <p>This will take place whether or not you have a Facebook account.</p> <p>At the same time, Kromann Reumert will receive anonymised statistics from Facebook about the demography and geography of visitors to our website <a href="http://www.kromannreumert.com">www.kromannreumert.com</a> and/or our Facebook page.</p> <p>Kromann Reumert and Facebook are joint data controllers in respect of personal data collected and processed as a result of your visit to our website <a href="http://www.kromannreumert.com">www.kromannreumert.com</a> and/or our Facebook page ("Facebook Audience Insight").</p> <p>This means, among other things, that you may contact both Kromann Reumert and Facebook to exercise your rights under the General Data Protection Regulation and the Danish Data Protection Act.</p> <p>Facebook has accepted primary responsibility on Facebook Audience Insight, including in relation to ensuring compliance with the General Data Protection Regulation, and in respect of any demands and requests from visitors on Facebook pages.</p>

					For details on Facebook's storage and use of cookies and on Facebook Audience Insight, please see: <a href="https://www.facebook.com/policies/cookies/">https://www.facebook.com/policies/cookies/</a>
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Latest update: 23 January 2024.