

# Data Protection Policy

## EBB & FLOW APS

Ebb & Flow respects your privacy and protects the personal information that is handled. All personal data is processed in accordance with the applicable data protection laws.

This Data Protection Policy explains how we collect and use personal data in accordance with the requirements of the General Data Protection Regulation (GDPR) EU 2016/679.

When you contact us, for example to purchase a product or service from us, you agree to our Data Protection Policy and our processing of your personal information. You also agree that Ebb & Flow may use electronic communications channels to send information to you.

In order to offer you our services and products, we need to process your personal information as described below. We do this with the utmost respect of your integrity.

## What information is collected?

This Data Protection Policy covers information collected both online and offline, including personal data. We collect information through several different channels, such as websites, social media, contact by phone or email and at events/fairs. We may combine personal data collected in one way (e.g. from a website) with personal data collected in another way (e.g. fairs or customer meetings). You can directly or indirectly provide us with information about yourself and your company in a variety of ways, such as when you make a request for a product or service that we sell, when you buy a product or service, when you order something from our website, sign up for newsletters, interact with us on our social media channels or when you contact us by email, letter or phone. This information may contain:

- Personal contact information - name, invoice and delivery address, email address, phone number, position etc.
- Information regarding products/services - details about products or services you have purchased/shown interest in
- Information history - previous purchases, payments and credit history
- Device information - e.g. IP address, language settings, browser settings, time zone, geographic location, operating system, platform and screen resolution.

## How do we use the information?

The information you provide, the information we collect about you, as well as information about the products/services is generally necessary to enter into a contractual relationship with us and to fulfil our commitments to our customers and suppliers. The other information we collect is used to provide, perform and improve our services and comply with applicable legislation.

## Whom may we share the information with?

In order to fulfil our commitments to our customers and other stakeholders, we may transfer or share the information with third parties such as suppliers or subcontractors, authorised resellers and distributors or service providers. We may provide necessary information to the relevant authorities if we are required to do so by law or if you have agreed to do so. We take all reasonable legal, technical and organisational measures to ensure that the data is handled securely and with an adequate level of protection upon transfer to or sharing with such third parties. EBB & FLOW will NOT sell the collected information to third parties.

## Where do we process your personal information?

EBB & FLOW deals with information within the EU/EEA. EBB & FLOW takes all reasonable legal, technical and organisational measures to ensure that the data is handled securely and with an adequate level of protection.

## For how long do we save the information?

We save the information as long as necessary to meet the purpose for which the information was collected, or to fulfil our commitments and as long as required by statutory storage times, especially when it comes to accounting requirements.

## Your rights of access, amendment and deletion

- Right to access your information. You are entitled to request a copy of the information EBB & FLOW has about you and verify the information we have about you.
- Right to amendment. You are entitled to correct incorrect or incomplete information about yourself.
- Right to be deleted ("the right to be forgotten").

You are entitled to request the deletion of your personal information in those cases where the information is no longer necessary for the purpose for which it was collected. However, there may be legal obligations that prevent us from immediately deleting parts of the information. These obligations may come from accounting and tax legislation. What we do then is to block the information that we are required to save, from being used for purposes other than fulfilling such legal obligations.

## Contact Us

EBB & FLOW APS has CVR number DK31777224 and has its registered office at Duedal 70 9230 Svenstrup J DENMARK. Contact us at [info@ebbandflow.dk](mailto:info@ebbandflow.dk) if you have any questions regarding our processing of personal data or regarding this Data Protection Policy.