

Danish Pig Academy

Privacy Notice

November 2023

Thank you for visiting Danish Pig Academy website. We are required to protecting your personal information and your right to privacy. If you have any questions or concerns about this privacy notice or our practices with regards to your personal information, please contact us at info@danishpigacademy.com.

When you visit our website www.danishpigacademy.com (the "website") and use any of our services (the "services"), we appreciate that you trust us with your personal information.

In this privacy notice, we seek to explain to you what information we collect, how we use it and what rights you have in relation to it. This privacy notice applies to all information collected through our services (which, as described above, includes our website), as well as, any related services, sales, marketing or events.

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1. What information do we collect?

We collect personal information that you voluntarily provide to us when you place your order on our website, express an interest in obtaining information about us or our products and services or when you contact us.

The personal information we collect may include the following:

- personal information provided by you. We collect names, phone numbers, email addresses, mailing addresses, usernames, passwords, billing addresses, and other similar information.
- all personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information as it can have consequences for delivery of your order or return services.

Some information — such as your internet protocol (ip) address and/or browser and device characteristics — is collected automatically when you visit our website.

We automatically collect certain information when you visit, use or navigate the website. This information does not reveal your specific identity (like your name or contact information), but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring url's, device name, country, location, information about how and when you use our website and other technical information. This information is primarily needed to maintain the security and operation of our website, and for our internal analytics and reporting purposes.

2. How do we use your information?

We use personal information collected via our website for a variety of business purposes described below. We process your personal information for these purposes in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive as follows:

- We may use your information to provide you with the requested service.
- We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our services.
- We may use your information to send you marketing and promotional communications if you give your consent to it. We and/or our third-party marketing partners may use the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time.
- We may use your information to develop and display personalized content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness.

3. Will your information be shared with anyone?

We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfill business obligations.

We may process or share your data that we hold based on the following legal basis:

- consent: we may process your data if you have given us specific consent to use your personal information for a specific purpose.
- legitimate interests: we may process your data when it is reasonably necessary to achieve our legitimate business interests.
- performance of a contract: where we have entered a contract with you, we may process your personal information to fulfill the terms of our contract.

- legal obligations: we may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- vital interests: we may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

4. Do we use cookies and other tracking technologies?

We may use cookies and other tracking technologies to collect and store your information. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you proceed accordingly you may not be able to benefit from the full functionality of this website.

5. How long do we keep your information?

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). No purpose in this notice will require us keeping your personal information for longer than the period of time in which users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

6. Do we make updates to this notice?

Yes, we may update this notice as necessary to stay compliant with relevant laws.

We may update this privacy notice from time to time. The updated version will be indicated by an updated "revised" date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

7. Links to other websites and Social Media

Our Services may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

Facebook

In addition, we operate an official Facebook page based on Art. 6 para. 1 s. 1 lit. f GDPR under the URL <https://www.facebook.com/acofunki.dk>. We never collect, store or process personal data of our users on this site. Furthermore, no other data processing is carried out or initiated by us. The data you enter on our Facebook page, such as comments, videos or images, will not be used or processed by us at any time for any other purpose.

Facebook uses web-tracking methods on this site. Please be aware that Facebook may use your profile data to evaluate your habits, personal relationships, preferences, etc. We have no influence on the processing of your data by Facebook.

LinkedIn

We use a LinkedIn profile and LinkedIn pages. The provider is the LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland.

The LinkedIn Insight Tag is placed on our website. It is a piece of lightweight JavaScript code that we use to enable in-depth campaign reporting and get insights about our website visitors.

The Insight Tag is fully GDPR compliant, as we are not identifying (nor reporting) on any personally identifiable information.

YouTube

Furthermore, on some of our websites we embed YouTube videos. Opening these websites results in YouTube content being downloaded. In this context, YouTube also receives your IP address, which is technically necessary for retrieving the contents. We have no influence on the further processing by YouTube.

8. Contact form

If you submit inquiries to us via our contact form, the information provided in the contact form as well as any contact information provided therein will be stored by us in order to handle your inquiry and in the event that we have further questions. We will not share this information without your consent.

Hence, the processing of the data entered into the contact form occurs exclusively based on your consent (Art. 6 Sect. 1 lit. a GDPR). You have the right to revoke at any time any consent you have already given us. To do so, all you are required to do is sent us an informal notification via e-mail.

The information you have entered into the contact form shall remain with us until you ask us to eradicate the data, revoke your consent to the archiving of data or if the purpose for which the information is being archived no longer exists (e.g. after we have concluded our response to your inquiry).

Request by e-mail, telephone or fax

If you contact us by e-mail, telephone or fax, your request, including all resulting personal data (name, request) will be stored and processed by us for the purpose of processing your request. We do not pass these data on without your consent.

The processing of these data is based on Art. 6 para. 1 lit. b GDPR, if your request is related to the execution of a contract or if it is necessary to carry out pre-contractual measures. In all other cases, the processing is based on your consent (Article 6 (1) a GDPR) and/or on our legitimate interests (Article 6 (1) (f) GDPR), since we have a legitimate interest in the effective processing of requests addressed to us.

9. Security

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. However, remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

10. How can you contact us about this notice?

If you have questions or comments about this notice, you may email us at info@danishpigacademy.com.