

Privacy Policy – Innovation Day 2023

We are the data controller – how do you contact us?

We are data controller for the processing of personal data that we received from you.

You will find our contact information here:

Salling Group A/S
Cvr.nr. 35954716
Rosbjergvej 33
8220 Brabrand
www.sallinggroup.com

The purpose and the legal basis of our processing your personal data

The collection and processing of your personal data will be based on specific stated purposes:

- Examination and estimation of your company's application
- As a part of your company's presentation of the application
- Administration of your relation to us as a representative of the applicant company, including correspondence

The legal purpose for our processing of your personal data is the following:

- Your company's application for participation in Innovation Day 2023 and potential presentation for the purpose of further collaboration/entering into an agreement, cf. the General Data Protection Regulation art. 6(f)

Categories of personal data

We process the following categories of personal data:

- Ordinary personal data such as demographic data and contact information including mail.
- Personal data submitted in your company's application or personal data disclosed in relation to your company's presentation of the product/concept in the application.

Recipients or categories of recipients

We transfer your personal data to the following recipients:

- Data processors who deliver services for internal data processing, e.g. suppliers of software solutions who makes it possible to maintain and operate our webpage.
- Data processors who process the data externally, e.g. hosting of our webpage.

Transfer or disclosure to recipients in third countries, including international organisations

We use the following suppliers of IT support in our IT systems in Salling Group in general, which can entail a transfer of personal data to the suppliers:

- International Business Machines Corporation (IBM) – Data processor
- Microsoft Corporation – Data processor

As a result of this support we transfer personal data to the following countries outside EU/EØS

- International Business Machines Corporation (IBM) - India
- Microsoft Corporation - USA

The basis for the transfer is:

- International Business Machines Corporation (IBM) – EU-standard contractual clauses, cf. General Data Protection Regulation art. 46
- Microsoft Corporation – EU-standard contractual clauses, cf. General Data Protection Regulation art. 46

Where your personal data comes from

The personal data that you have submitted in relation to the application and possible subsequent presentation.

Storage of your personal data

If your application is selected for participation we storage your personal data until the end of Innovation Day 2023 where your data will be deleted.

If your application does not result in an invitation to give a presentation, your information will be deleted immediately after the Innovation Day 2023.

Your rights

The general data protection regulation secures you a number of rights in relation to our processing of personal data about you.

If you wish to exercise your rights then you should contact us here: <https://gdpr.sallinggroup.com/hc/da>

Right to view the information (access right)

You have the right to access information that we process about you, as well as a range of further information

Right of correction (amendments)

You have the right to have inaccurate information about yourself corrected.

July 2023
Version 1

Right to deletion

In special cases, you have the right to have information about you erased before our normal erasure occurs.

Please be aware that if you choose to request the deletion of your information then you will no longer have the opportunity to participate in the event.

The right to limit processing

In some cases, you have the right to limit the processing of your personal data. If you have the right to receive limited processing, in future we can only process the data – apart from storage – with your consent, or in preparation for legal claims being imposed, asserted or defended, or to protect a person or important public interest.

Please be aware that if you choose to limit the processing of your information then it might be possible that you will no longer be able to participate in the event.

The right to transmit data (data portability)

You have, in some cases, the right to receive your personal data in a structured, commonly used and machine readable format, as well as to have your personal data transferred from one data controller to another without impediment.

You can read more about your rights in the Danish Data Protection Agency guidance at www.datatilsynet.dk.

Complaint to the Danish Data Protection Agency

You have the right to lodge a complaint to the Danish Data Protection Agency if you are dissatisfied with the way we process your personal data.