Data Ethics Policy

As Denmark's largest retailer, we play a central role in many people's everyday lives.
Our goal is to improve everyday life for our customers and employees. Therefore, Salling Group values privacy and data ethics highly, and it is crucial to secure and maintain the trust of our customers and employees in our data processing and protection.
The increased digitization of our society means that our digital customer platforms are continuously becoming an increasingly central tool to support our customers' purchasing requirements and our targeted offers to our customers.

What data is collected and used?

The customer side

Our formats offer app-based solutions where customers can sign up to receive relevant offers. In this connection, we collect and process data such as contact information, and we always limit our data collection to the minimum required to support our platforms. Therefore special categories of information or other confidential information are never collected.
The digital platforms offer functionalities where the purchase history is used to make relevant offers to customers, as part of our efforts to improve everyday life. All our features are optional.

The employee side

In addition to being a large retailer, Salling Group is also a large employer. As part of our obligations as an employer, we collect and process data from our employees to manage the employment relationship and comply with rules and regulations for employers.

Where does the data come from?

All personal information about both our customers and our employees is collected from the source, that is the individual customer or employee.
Salling Group does not purchase information about individuals from external sources.
Over time, customers' use of our digital services generates a purchase history, ensuring that offers and services are relevant to customers.

Purpose of processing data

Our collection and processing of data is intended to support our various digital solutions and the customer opportunities they provide. We always ensure that our collection and processing of data is based on a legitimate purpose and proper legal grounds, and we publish this in our privacy policies to ensure transparency for the individuals.
The goal is that the various functionalities in our digital solutions benefit the customers who have chosen to use them, in order to thereby improve the individual customer's shopping experience and thereby improve everyday life.

Salling Group
Rosbjergvej 33
8220 Brabrand
sallinggroup.com

CVR-nr: 35 95 47 16

The use of new technologies

Salling Group continuously develops existing solutions to meet new trends and demands from our customers. When developing our solutions, Data Ethics, Privacy by Design and Privacy by Default are an integral part of the process, and relevant legal skills are involved from the start.

Third parties

Salling Group is the Data Controller in relation to customer and employee information. We use a number of suppliers (e.g. data processors) to maintain and operate our digital solutions and always require a high level of Data Ethics and Data Security from them. We thereby ensure that all relationships are governed by strong agreements.
We continuously monitor our suppliers, especially with regard to the use of subcontractors. The current geopolitical situation means that we opt out of subcontractors and -processors situated in certain countries.

Working with data ethics in Salling Group

Data protection and data ethics are integral parts of ongoing management follow-up and the daily work with digital solutions across the group.
The many different digital services are voluntary options for our customers to receive relevant offers and obtain relevant benefits.
Data ethics and data protection are managed by Group Legal and are discussed, optimized and communicated continuously through various boards and management forums.
When incidents occur, we seek to mitigate their impact immediately and actively use findings to ensure that policies, procedures and processes are optimized and improved to prevent similar incidents in the future.
From a compliance point of view, we follow the rules and regulations for reporting incidents (breach of personal data security) to the relevant authorities.

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