

# Privacy Notice – ALIVE A/S

27.01.2020

At ALIVE A/S ("ALIVE"/"we"/"us"/"our") data protection and confidentiality is a high priority. This privacy notice sets out guidelines for ALIVE's processing of your personal data and provides you with the information you have the right to receive according to applicable data protection law. You must read the privacy notice before submitting your personal data to ALIVE.

## 1. Data controller and contact information

The data controller for your personal data is:

ALIVE A/S  
Address: Havneholmen 33, 1561 København V  
VAT: 40881530  
Email: [ALIVE@alive.dk](mailto:ALIVE@alive.dk)  
Telephone.: +45 72 34 20 00

In cases where ALIVE has organised an event on behalf of a third party that third party acts as a data controller for the processing activities ALIVE carries out on behalf of said third party. In such case, information on the third party acting as a data controller is available in the enrolment form.

In case ALIVE has organised the event on behalf of a third party, please refer to said third party's privacy notice and other relevant policies. ALIVE is not responsible for third parties' processing of personal data.

## 2. Types of personal data

The categories of personal data we collect include:

- Your name
- Your email address
- Your phone number
- Your photo
- Gender
- Clothing size
- Date of birth
- Information about your health, if you provide us with information of allergies or other health information
- Information about your enrolment
- Communication with you
- Photos or video footage in connection with events
- Your place of work
- Job title
- Information about food preferences

- Bank account information or payment and credit card information if you enrol for an event which requires payment

Your personal data is collected in one or more of the following cases:

- When we receive invitation lists containing your contact information
- When you enrol to or participate in one of our competitions or events
- Inquiries to us via email, telephone or regular post

### **3. Use of personal data**

The personal data may be collected and used for the following purposes:

- Sending of invitations for events and competitions
- To participate in competitions and events
- Administration of events and competitions
- Marketing of seminars, materials and similar, including promotion of ALIVE
- Customer service and general communication
- Compliance with requirements according to applicable law
- Service message send-outs
- Surveys, statistics, development and protection of our services
- Customer satisfaction survey send-outs
- Invoicing and other payment collection

### **4. Basis for processing your personal data**

Our legal bases for the processing of your personal data for the above purposes are:

- Fulfilment of contract in connection with purchase of a ticket for an event (the GDPR art. 6 (1) (b))
- Fulfilment of contract in connection with our services (the GDPR art. 6 (1) (b))
- Compliance with legal obligations (the GDPR art. 6 (1) (c))

- Consent to marketing, in case you provide such consent (the GDPR art. 6 (1) (a))
- Marketing send-outs without consent based on your previous purchase at us, where we choose to use this option in the Danish Marketing Practices Act (the GDPR art. 6 (1) (f))
- Legitimate interest in being able to compile statistics, conduct surveys, improve and develop our services and products (the GDPR art. 6 (1) (f))
- Legitimate interest in being able to send out service messages (the GDPR art. 6 (1) (f))
- Legitimate interest in being able to send out customer satisfaction surveys (the GDPR art. 6 (1) (f))
- Legitimate interest in promoting ALIVE (GDPR art. 6 (1) (f))
- Consent in order to process health data in cases where you provide information on allergies, disabilities or other health information (GDPR art. 9 (2) (a) and GDPR art. 6 (1) (a)).

## **5. Disclosure to other data controllers and transfer to data processors**

To fulfil the above purposes we may provide access to your personal data for third parties who, on the basis of a contractual relationship with ALIVE provide relevant services, e.g. IT services and marketing. Such service providers will only process personal data in accordance with our instructions pursuant to the data processor agreements entered into.

Aside from above, it is a general rule that your personal data is not disclosed to a third party without your consent. However, under certain circumstances and in accordance with applicable law, we may need to disclose your personal data to:

- Police
- Lawyers
- Auditors
- Courts
- Public authorities

Your personal data is not transferred to data controllers or data processors located outside the EU/EEA.

## **6. Deletion of personal data**

We will delete your personal data when we no longer need to process them in relation to one or more of the purposes set out above. However, the data may be processed and stored for a longer period in anonymised

form. Data, which is only necessary for executing the event will be deleted immediately after the event has been carried out.

## **7. Security**

We have implemented security measures to ensure that our internal procedures meet the established security standards and applicable legal requirements. We strive to protect the quality and the integrity of your personal data. We have internal rules on information security that contains instructions and measures to protect your data from being destroyed, lost or altered, against unauthorised disclosure, and unauthorised access to and knowledge of them. Sensitive and/or confidential data will only be transmitted in encrypted form in accordance with the guidelines from the Danish Data Protection Agency. If you need to inform us of allergies or other health related information, please use our enrolment form.

## **8. Your rights**

- You have the right to access the personal data we process concerning you
- You have the right to object to our collection and further processing of your personal data
- You have the right to have your personal data rectified and deleted, with certain statutory exceptions
- You have the right to request us to restrict the processing of your personal data
- Under certain circumstances you may also request to receive a copy of your personal data as well as the transmission of your personal data to another data controller (data portability)
- You may, at all times, withdraw any consent you may have given. We will then delete your data, unless we can continue the processing on another basis.

## **9. Questions or complaints**

If you have any questions in relation to this privacy notice or if you wish to make a complaint in connection to our processing of your personal data, please contact us:

ALIVE A/S  
Adresse: Havneholmen 33, 1561 København V  
Telefon: +45 72 34 20 00  
E-mail: [ALIVE@alive.dk](mailto:ALIVE@alive.dk)

If your complaint is not resolved by us, you can submit a complaint to:

Datatilsynet  
Borgergade 28, 5. Sal  
1300 Copenhagen  
Phone: +45 33 19 32 00

Email: [dt@datatilsynet.dk](mailto:dt@datatilsynet.dk)

#### **10. Changes to the Privacy Notice**

We reserve the right to make changes to this Privacy Notice from time to time. When updated, the date at the top of the privacy notice will be updated accordingly. The, at all times, applicable privacy notice will be available at [www.alive.dk](http://www.alive.dk)