

# Privacy Notice

ALIVE A/S

Last updated 05.05.2021

At ALIVE A/S ("ALIVE"/"we"/"us"/"our") data protection and confidentiality is a high priority. This privacy notice is directed at ALIVE's processing of your personal data when you are participating in events organized and executed by ALIVE as well as how we improve our services. In the following, you can read about how ALIVE collects and processes your personal data as well as your rights under the GDPR and the Danish Data Protection Act. You must read this privacy notice before submitting your personal data to ALIVE.

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, please refer to said third party's privacy notice found in the enrolment form.

## **1 Types of personal data that we collect and process and legal basis**

### **1.1 As an event guest**

If you buy a ticket to or participate, in any other way, in an event organized by us, we process personal data about you to execute the event, cf. Article 6 (1) (b) of the GDPR, where we process:

- (a) Name
- (b) Contact details, including email address, phone number and address
- (c) Information on your participation in the event
- (d) Communication with you
- (e) Photos or video footage in connection with events
- (f) Information about food preferences and diets
- (g) Bank account information or payment and credit card information if you participate in an event that requires payment

In certain situations, we will also request and process the following personal data about you if it is relevant for the specific event that you participate in, cf. Article 6 (1) (b) of the GDPR:

- (a) Your place of work
- (b) Job title
- (c) Gender
- (d) Clothing size
- (e) Date of birth

Where personal data about your health is necessary to ensure your safety, e.g. when you provide us with information of allergies, disabilities or other health information relevant for the specific event, we will collect your consent when you use our enrolment form in the booking process, cf. Article 9 (2) (b) of the GDPR

Finally we are legally required to document the personal data in financial transactions when fulfilling our agreement, e.g. when receiving payment for your participation in an event etc. cf. Article 6 (1) (c) of the GDPR.

#### 1.2 Competitions and marketing from ALIVE

If you sign up for one of our competitions or other direct marketing activity, you consent to us using your personal data for conducting such competition or marketing activity, cf. Article 6 (1) (a) of the General Data Protection Regulation ("GDPR"), where we process:

- (a) Name
- (b) Contact information, including e-mail address and phone number
- (c) Any answers provided to enter into the competition

#### 1.3 As a supplier to ALIVE (B2B)

If you are a supplier with us, we process personal data about you in order to fulfil our agreement, e.g. delivery of catering, equipment, food and other goods, cf. Article 6 (1) (b) of the GDPR, where we process:

- (a) Name of employees
- (b) Contact information, including e-mail address and phone number
- (c) Job descriptions and qualifications
- (d) Order details
- (e) Banking Information
- (f) Project Information

Finally, we are also legally required to document the personal data in financial transactions when fulfilling our agreement, e.g. when paying or receiving payment for delivery of goods and services etc. cf. Article 6 (1) (c) of the GDPR.

#### 1.4 Analysis on our websites and databases

We make analyses in order to optimize our products, marketing, website, sales and to know more about our customers' and suppliers preferences in relation to our products and services.

We do this by making analyses of our databases with information about e.g. website use, social media interaction, customer preferences, sales and by sending questionnaires where our legitimate interest in processing the personal data overrides your interest in the data not being processed, cf. Article 6 (1) (f) of the GDPR, where we process:

- (a) Information from our customer databases
- (b) User behaviour and logs from our websites and social media
- (c) The answers you provide regarding suggestions and preferences in the questionnaire

## 2 **Deletion of your personal data**

We will delete your personal data when we no longer need to process them in relation to the purposes set out above as specified below.

For event guests and suppliers (B2B), we delete your personal information 5 years after the end of the financial year in which the last transaction was made.

Personal data in connection with marketing is deleted 5 years after the last marketing has been made to you just as personal data in connection with analysis is deleted 5 years after the last analysis has been made of your personal data.

Personal data in connection with a competition is deleted 5 years after the winner has been declared.

Notwithstanding the above, the data may be processed and stored for a longer period in anonymised form or if ALIVE is under a legal obligation to do so or under applicable law is entitled to store the personal data for a longer period.

## 3 **Transfer of your personal data**

We will generally not pass on your personal data to third parties.

However, your personal data will be passed on to our group companies within Aller Media. If your personal data is passed on to companies outside the EU / EEA, this transfer will take place on the basis of the EU Commission's Standard Contractual Clauses provisions. You can request a copy of the agreement, which includes the transfer of personal data, by sending an e-mail to [alive@alive.dk](mailto:alive@alive.dk).

## 4 **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 confidential data will only be transmitted in encrypted form in accordance with the guidelines from the Danish Data Protection Agency.

## 5 **Your rights**

**The right to information and access.** You have the right to ask us for information about or access to your personal data. There are some exemptions, which means you may not always receive all the data we process.

**The right to object.** You have the right to object to ALIVE's processing (using) your personal data. This effectively means that you can stop or prevent us from using your data. However, it only applies in certain circumstances, and we may not need to stop

the processing of your personal data if we can give legitimate reasons to continue using your personal data.

**The right to erasure.** You have the right to ask us to erase your personal data in certain circumstances.

**The right to data portability.** You have the right to receive a copy of your personal data in a structured, commonly used and machine-readable format by contacting us through the contact information set out in section 6. If technically possible, you have the right to request that the personal data is transmitted directly to another company or person acting as data controller.

**The right to rectification.** You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete personal data you think is incomplete.

**The right to restriction of processing.** You have the right to ask us to restrict the processing of your personal data in certain circumstances.

**The right to withdraw your consent.** You have the right to withdraw your consent at any time by contacting us by opting out in the e-mail or contacting us by e-mail: [alive@alive.dk](mailto:alive@alive.dk).

**The right to complaint.** If you have a query regarding this notice, the way we process your personal data, wish to exercise your rights or file a complaint, you can contact us by e-mail: [alive@alive.dk](mailto:alive@alive.dk).

## 6 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  
Havneholmen 33, 1561 Copenhagen V  
Phone: +45 72 34 20 00  
Email: ALIVE@alive.dk

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

Datatilsynet  
Borgergade 28, 5. sal, 1300 Copenhagen K  
Phone: +45 33 19 32 00  
Email: dt@datatilsynet.dk