

# **DATA PROTECTION POLICY FOR FOR HOLBÆK ERHVERVSFORUM (HEF)– INCLUDING HOLBÆK BYFORUM (BYF) AND HOLBÆK TURISMEFORUM (TUF)(VISITHOLBÆK)**

Last updated: 27.08.2018

When you interact with Holbæk Erhvervsforum (HEF) – including BYF and TUF, some of your data is registered. This data protection policy describes, which personal data is collected, and how they are stored, shared and used. You can always contact us, if you have any questions to our policy:

- Phone: +45 59 44 42 68
- E-mail: [heforum@heforum.dk](mailto:heforum@heforum.dk)
- Address: Holbæk Erhvervsforum, Ahlgade 1C, 4300 Holbæk
- Data Data protection policy contact: Niels Nielsen

## **Your rights**

On the 25th May 2018 the General Data Protection Regulation (GDPR) took effect. The GDPR is the EU's regulatory framework that guarantees you a number of key rights in relation to your data, including:

- the right to be forgotten
- the right to know how your data is processed
- the right to get inaccuracies corrected
- the right to portability (transfer of data)

Read more about GDPR on EU's GDPR website: <https://eugdpr.org/>

## **Data collection, storage and procedures**

You can interact with Holbæk Erhvervsforum (including BYF and TUF) in several ways. You can:

- Receive our digital newsletters and invitations
- Attend courses, events and similar
- Be a member of our business network and through this receive guidance and other forms of communication with HEF.

We will only process data about you that is relevant and sufficient in relation to the purposes defined above relating to our bylaws, terms of reference and agreements.

We only collect, process and store personal data that is necessary in order to fulfill our purpose. In addition, it may be determined by law what type of data is needed to collect and store for our business operations. The type and extent of the personal data we process may also be necessary to fulfill a contract or other legal obligation. We delete your personal data when it is no longer needed for the purpose that was the reason for our collection, processing and storage of your data. If you are legally responsible in the

company, we will usually keep your name in the database until the company is closed or another legally responsible person is registered.

The following describes how HEF processes your data in different situations.

**- When you receive our digital newsletters**

When you receive HEF's, BYF's or TUF's newsletters, the following information is recorded in the newsletter system, MailChimp: Name, email, IP-address, opening and click rates etc. MailChimp has signed The EU-US Privacy Shield Framework, which requires the company to comply with the GDPR.

When data is processed, they are stored on our server with administration and backup by Zentura-IT. A data processing agreement has been signed and thus the company is required to comply with the GDPR.

Data is analyzed to improve the content of the newsletters and for sales purposes.

HEF (including BYF and TUF) are responsible for managing the data.

**- When attending courses, events, etc.**

When you register for a course, event or similar we register your name, email, work phone number etc. Data is stored on Holbæk Municipality's website via the company Serverforce ApS.

Serverforce has a data processing agreement with Holbæk Municipality and HEF has a data processing agreement with Holbæk Municipality. This obliges them to comply with the GDPR. Regarding internal data, these are stored on HEF's own local server, where backups are carried out by Zentura-IT. Through the data processing agreement, Zentura-IT is obliged to comply with the GDPR.

Data is used for practical completion of courses, events, etc. They are used for analysis to improve the content of the aforementioned, as well as sales. HEF is responsible for this data.

Your event registration data is usually deleted in our registration module one year after completion and is only stored for the sake of statistics and quantitative reporting. In order to follow up, some data is stored for up to 5 years and then automatically anonymized / deleted. Upon registration, you will be informed that we register and store your data for use in the event's completion, attendance lists etc. You can contact us at any time for previous deletion if desired.

**- When you are a member of HEF or receive other forms of contact (guidance) with HEF**

When your company becomes a member of HEF (including BYF or TUF) or we are in contact with you in relation to guidance, sales etc., we register you in our customer-management system (CRM). HEF is responsible for this data. When you are registered in the CRM-system, name, email, phone number and similar information is recorded, as well as an overall summary of the conversations we have had with you.

Registration of called will never contain sensitive information. If you want to know if we have registered you or what information we have registered about you, please contact us.

Data is stored with our CRM-system ESCRM, which is managed by Erhvervshus Syddanmark. HEF has signed a data processing agreement with Erhvervshus Syddanmark.

If you contact us by e-mail, your e-mail will be stored on our own server, which is backed up by the company Zentura-IT. A signed data processing agreement obliges Zentura-IT to comply with GDPR.

Data is analyzed in order to improve membership offers, contact etc. and sales.

If, in connection with HEF's work, you are asked about your wishes / opinions, your answers are stored in our CRM and / or Outlook, by the responsible employee. Data is stored as long as you are employed in the same company and your business association with HEF is active (including BYF and TUF). You can contact us at any time to have your data deleted or changed if your employment situation changes.

**- publicly available information**

HEF uses publicly available data (eg. the CVR-registry). Your information relating to this may therefore be stored by HEF. Contact us for further information.

If you want access to our records of you, if you want your data deleted, or if you want to be completely exempt from future contact by HEF (including BYF and TUF), please contact HEF. Contact information can be found at the top of this document or at [www.heforum.dk](http://www.heforum.dk).