



# Privacy Policy

First United DMC ApS (hereafter First United) processes personal information and have adopted this Privacy Policy, which explains how we treat personal information to ensure fair and transparent processing. The Privacy Policy explains how we process personal information which we may receive or collect as part of our services or when you visit our website. We are only processing personal information which is relevant and necessary for our cooperation with you, or to fulfil our contractual or legal obligations.

We process data in accordance with the European General Data Protection Regulation (Regulation (EU) 2016/679 of the European Parliament) (the “GDPR”) and the Danish Act on Processing of Personal Data.

## **Data Controller**

First United is the data controller of the personal information received or collected as part of our services. Below is our contact information:

First United DMC ApS, cvr. no. 42183563.

Nyelandsvej 7, 1. th. Frederiksberg, Denmark

Phone: +45 3311 7575, email: [inray@firstunited.dk](mailto:inray@firstunited.dk)

## **Personal information received or collected and how it is used**

### **Website**

First United has ongoing access to statistical data about the use of our website. It is not possible to identify individual persons based on this data.

We use cookies to analyse the use of our website. By continuing to browse on the website, you consent to the use of cookies. If you select a link to an external website from our site, that site may use cookies. Please refer to the external websites own information on the use of cookies.

When you use our website, personal information is processed by an external data processor hosting our website. Information on (i) when and which pages you view, (ii) your IP address, and (iii) which browser you are using is collected. In many cases your browser will also automatically send information about the browser’s brand and version. The collected data is secured and processed confidentially by our external data processor hosting our website. The processing between First United and our external data processor is encrypted. The data is not transmitted to countries outside the EU/EEA.



First United may use the data to analyse which pages are being visited, and which path is taken to find information on our website. We only use this information to analyse the use of our website and to improve and develop our website. The data is deleted within 6 months. Our legal basis for processing the information is based on our legitimate interests (cf. GDPR article 6).

### **When you do business with us**

First United is a Destination Management Company and a Professional Congress Organizer (PCO) offering services throughout Scandinavia. We operate business to business.

For the provision of our collaboration with clients and suppliers we register email addresses received along with contact information such as name, title, telephone number (office/mobile number), company name and address, department etc. Further, we register contracted services and other services/facilities offered in connection with our cooperation with you. Billing and invoicing information along with VAT no. and company registrations no. are also registered.

The information may be received via email, sms/mms, letters, business cards or given to us on the phone. The information is registered in our mailing- and CRM systems. The information is only used for the cooperation with clients and suppliers, to fulfil our contracted services, or to comply with our legal obligations. The information is treated confidentiality.

We may also register personal data that you provide to us about other people participating in an event contracted with First United. You agree that you have notified any other person whose personal data that you provide to us of this privacy policy and, where necessary, obtained their consent so that we can lawfully process their personal data in accordance with this policy. Under the GDPR a consent is required when processing special categories of personal data. The special categories of personal data include inter alia data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, data concerning health, data concerning a natural person's sex life or sexual orientation and any personal data relating to a child under the age of 13.

In case you participate in a site inspection or in any contracted services with us, we may for the fulfilment of our services also receive or collect personal information as listed in the section "Processing of personal information as part of our contracted services". Where a consent by you is required according to the GDPR, you agree that you will not send such data to us before we have obtained your consent in writing.

Online payment by credit cards will be processed through a SSL secured window. All communication is encrypted and goes through ePay. ePay is certified by Bambora (the payment processor) as payment gateway. When the payment has been made, a receipt will be sent to the e-mail address submitted by you. First United does not store any credit card details on our servers.

Currently, we cannot say exactly how long we will store the information. However, the information will only be stored as long as necessary for our collaboration, the fulfilment of contracted services



or statutory obligations. The frequency and period of our collaboration will be considered, when we determine how long the information will be stored. Any information based on a consent will be stored in accordance with the consent. Data relating to accounting records are kept for 5 years from the end of the financial year to which the material relates (cf. applicable Danish accounting regulations).

Our legal basis for processing the information is based on the performance of a contract, compliance with legal obligations, a consent, or our legitimate interests (cf. GDPR article 6 and article 9). The information is not transmitted to countries outside the EU/EEA. However, support for Visa applications may imply processing to countries outside the EU/EEA.

### **Processing of personal information as part of our contracted services**

As part of our contracted services with our clients/agents, we may receive personal information regarding delegates from our clients directly. When handling such personal information, we rely on the authority of our client/agent to act on behalf of the delegates. Further, that our client/agent has obtained a lawful basis for the processing of personal information to First United, and that the client/agent has provided all relevant information under the GDPR to the delegates upon collection of any personal information from the data subjects.

Personal information regarding delegates may be information on name, flight information (flight no. arrival/departure time), period of stay, information on booked services, special requirements (i.e. dietary requirements and special health requirements) and other information relevant for the contracted services with our clients. As part of the contracted services with our clients, we may process this personal information on to relevant contracted suppliers (i.e. hotels, venues, restaurants, limo/coach services) either by email or through websites. In case support for Visa applications is needed, we will issue an invitation letter and send it to our clients or the relevant public authorities.

When processing personal information, we will take appropriate measures to comply with the GDPR and the Danish Act on Processing of Personal Data. The information is not processed to suppliers outside the EU/EEA. However, support for Visa applications may involve processing to countries outside the EU/EEA.

We will delete personal information regarding delegates within 12 months, unless a legal basis to store it for a longer period is applicable. Data relating to accounting records are kept for 5 years from the end of the financial year to which the material relates (cf. applicable Danish accounting regulations).

Our legal basis for processing the information is based on the performance of a contract, compliance with legal obligations, our legitimate interests or in special cases a consent from the delegates (cf. GDPR article 6 and article 9).



## **Delegate registration**

When you register on a registration site provided by First United, information on how your data is processed will be provided on the registration site when registering.

First United uses external data processors to host our registration sites. Pursuant to the GDPR and the Danish Act on Processing of Personal Data, First United has entered into a Data Processor Agreement with our external data processors hosting the registration sites.

## **When you apply for a job**

If you apply for a job or if you send us an unsolicited application, we will use the return email address provided to reply to you. We will delete your information within 6 months, unless you have consented to storage for a longer period, or a legal basis to store it for a longer period is applicable. The information will not be shared with others, and the information will not be transmitted to countries outside the EU/EEA. Our legal basis for processing the information is based on our legitimate interests or the compliance with legal obligations (cf. GDPR article 6).

## **Security**

All IT-services, internet sites and cloud solutions which we may use have security measures in place to protect from loss, disclosure, unauthorized access, destruction, alteration or other misuse of personal information.

We are currently using SSL, firewalls, and password protection to secure our data. Personal information is treated on a “need to know” basis. When processing personal information, we take appropriate measures to comply with the GDPR and the Danish Act on Processing of Personal Data.

## **Your rights**

You have several rights under the GDPR and the Danish Act on Processing of Personal Data in relation to the information processed about you. If you want to use your rights, please contact us at [inray@firstunited.dk](mailto:inray@firstunited.dk).

### The right to insight on personal information (Right of Access)

You are entitled to gain insight on the personal information which we are processing about you.

### The right to rectification

You may free of charge request rectification of inaccurate personal data about you. Further, you may request that we cease to process personal information about you (unless we are statutorily required to process the information).



### The right to erasure (right to be forgotten)

In special cases, you have the right to obtain erasure of information about yourself before our ordinary general erasure will take place.

### The right to restriction of processing

In certain cases, you may have the right to restrict the processing of your personal information. If you are entitled to restriction of processing, we will only be able to process such personal information – with the exception of storage - with your consent or for the purpose of determining, enforcing or defending legal requirements or protecting a person or important social interests.

### The right to object

In certain cases, you may object to our otherwise legitimate processing of your personal information.

### Right to transmit information (right to data portability)

You may, in certain cases, have the right to receive your personal information in a structured, commonly used and machine-readable format, and to transmit those data to another data controller.

### Complaint to the Danish Data Protection Agency

You are entitled to file a complaint with the Danish Data Protection Agency if you are dissatisfied with the way we process your personal information. You will find the Danish Data Protection Agency's contact information at [www.datatilsynet.dk](http://www.datatilsynet.dk).

### **Other websites**

This Privacy Policy only applies to First United's website. If you select a link to an external website, please refer to their own privacy policy.

### **Revision of our Privacy Policy**

We reserve the right to up-date and make changes to this Privacy Policy from time to time. The current Privacy Policy will be available on our website.

This Privacy Policy is last up-dated on 28 April 2021.

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