

PRIVACY POLICY FOR H+H'S WEBPAGE

INTRODUCTION

Your privacy is important to H+H. This policy describes how we collect, use, disclose, transfer, and store your personal data.

Any reference to "we" or "us" in this policy means a reference to H+H International A/S ("H+H") Laurtrupsgade 7, 5th Floor, 2100 København Ø. Company Reg. No.: 49 61 98 12

PROCESSING, STORAGE AND DELETION

Website

When you visit H+H's website, we collect data about you by using "cookies" which collect data about your behaviour on our website. The purpose of processing data about you in cookies is to offer a relevant and interesting website that works optimally. We process your personal data in order to perform statistical research and web analysis which may be used to enhance our website's functionality and the user experience. The legal basis is section 6(1) of the Data Protection Act and art. 6(1)(f) of the GDPR. This data cannot be used to identify you as an individual and the information is only used in aggregate form to inform us where our visitors come from, what they look at and act on, and where the most time is spent.

We also collect data that can help us improve our website and we ask for your consent to collect this data when you enter the website in accordance with article 6(1)(a) of the GDPR. All data collected automatically on your consent is stored in an aggregate form and cannot be used to identify you as a specific individual.

Data we collect:

- Cookie consent (do you allow us to place cookies on your device)
- Visitor ID (provided by a cookie we place on your device)
- IP address (device address on the internet used for statistical purposes only)
- Referrer (i.e., where you came from, e.g., google.com)
- Location, date, and time of visit (e.g., United Kingdom, xx/xx/xxxx, 12.00 PM)
- Information about the device you visit from (e.g., operating system, browser etc.)
- File downloads and content shared on social media or other available platforms (e.g., share buttons)

You can withdraw your consent to our placement of cookies at any time by contacting GDPR@hplush.com. Our cookie policy also explains to you how you can block cookies so that your device is not tracked when you visit our website. However, please be aware that by blocking cookies you will automatically block some functionality on our website meaning it may not work correctly. The current retention period for this data is 38 months.

Newsletter

If you are a recipient of H+H International newsletters or subscriptions, we process details such as name, occupation, e-mail address, phone number, response rate, company, and country for the purpose of providing you with relevant updates related to our company and for internal statistical purposes.

We process these data based on your consent in accordance with article 6(1)(a) of the GDPR and you may withdraw your consent at any time by unsubscribing. In cases where the newsletter or subscription is provided or assisted by an external or a technical partner, we share your data with our partner – e.g., a technical supplier, a web agency, a commercial printer, or a distributor.

H+H keeps your data for as long as you have an active subscription to our newsletter. You may unsubscribe from H+H updates at any time by clicking on the unsubscribe link provided in all update e-mails. All personal data is deleted immediately after cancellation of subscription.

YOUR RIGHTS

You have a number of rights under the Data Protection Regulation:

Right of access

You have the right to obtain confirmation as to whether personal data about you is processed by H+H International, and various additional information.

Right to rectification

You have the right to have incorrect data about you corrected.

Right to erasure

In certain cases, you have the right to have your data erased before H+H International's general deadline for erasure occurs.

Right to restriction of processing

In certain cases, you have the right to obtain restriction of the processing of your data. Where appropriate H+H International A/S may henceforth, only process data – except for storage – with your consent for the purpose of establishing, defending, or asserting a legal claim, or in order to protect a person or important public interests.

Right to object

In certain instances, you may have the right to object to H+H's otherwise lawful processing of your data. You may also object to the processing of your data for direct marketing.

Right to transfer data (data portability)

In some cases, you have the right to receive your data in a structured, commonly used, and machine-readable format, and to have the data transferred from H+H International A/S to another data controller without hindrance.

Right to complain to the Danish Data Protection Agency

You have the right to complain to the Danish Data Protection Agency if you are dissatisfied with the way we process your data. You can find the Danish Data Protection Agency's contact data at www.datatilsynet.dk.

You can exercise your rights by contacting us at GDPR@Hplush.com.

You are also welcome to contact us, if you are unsure how to exercise your rights or if you have any questions regarding this policy.