

lsm-diesel.dk & lsm-diesel.com

Persondatapolitik - Privacy Policy

1. GENERALLY

- 1.1 This policy on the processing of personal data ("Personal Data Policy") describes how Lsm-diesel A/S ("Lsm-diesel A/S", "us", "our", "we") collects and processes information about you.
- 1.2 The Personal Data Policy applies to personal data that you provide to us or that we collect through our website, www.lsm-diesel.dk (the "Website").
- 1.3 lsm-diesel.dk is the data controller for your personal data. All inquiries to lsm-diesel.dk can be made via the contact details listed in point 7.

2. WHAT PERSONAL DATA DO WE COLLECT, FOR WHAT PURPOSES AND LEGAL BASIS FOR TREATMENT

- 2.1 When you visit the Website, we automatically collect information about you and your use of

The website, e.g. about the type of browser you use, what search terms you use on the Website, your IP address, including your network location, and information about your computer.

- 2.1.1 The purpose is to optimize the user experience and the website's function. This processing of information is necessary for us to safeguard our interests in improving the Website and to show you relevant offers.
- 2.1.2 The retgrund layer for the processing is ARTICLE 6, piece 1 of the Eu Personal Data Regulation, part 1, litra f.

- 2.2 When you purchase a product or communicate with us on the Website, we collect the information you provide yourself, e.g. name, address, email address, telephone number, method of payment, information about which products you buy and possibly have returned, requests for delivery, as well as information about the IP address from which the order was made.

- 2.2.1 The purpose is that we can deliver the products you have ordered and otherwise fulfill our agreement with you, including in order to manage your rights to return and advertise. We may also process information about your purchases to comply with legal requirements, including for accounting and accounting. When purchasing, the IP address is collected for this purpose and to protect our interest in preventing fraud.
- 2.2.2 The retgrund layer for the processing is EU Article 6 of the Personal Data Regulation, pieces 1, litra b, c and f.

3. RECIPIENTS OF PERSONAL DATA

- 3.1 Information about your name, address, email, phone number, order number and specific delivery requests will be passed on to DAO, PostNord, GLS or a carrier responsible for the delivery of the purchased goods to you.
- 3.2 Information may be left to external partners who process the information on our behalf. We use external partners for, among other things, technical operation and improvements to the Website,
- 3.3 Two of these data processors, Google Analytics v/Google LLC. And Facebook Inc. are established in the United States. The necessary guarantees for the transfer of information to the UNITED States are ensured through the certification of the data processor under the EU-U.S. Privacy Shield, cf. Article 45 of the EU General Data Protection Regulation.

3.3.1 copy of Google LLC's certification can be found

her: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>

3.3.2 copy of Facebook Inc.'s certification can be found here:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>.

4. YOUR RIGHTS

- 4.1 In order to create transparency about the processing of your data, we, as data controller, must inform you of your rights.
- 4.2 Indsigtsretten
 - 4.2.1 You are entitled at any time to ask us for information about, among other things, what information we have registered about you, what purpose the registration serves, what categories of personal data and recipients of information may be, as well as information about where the information originated.
 - 4.2.2 You have the right to obtain a copy of the personal data that we process about you. If you want a copy of your personal data, you must send a written request to info@lsm-diesel.dk. You may be asked to document that you are who you pretend to be.
- 4.3 Right of reply
 - 4.3.1 You have the right to have incorrect personal data about yourself rectified by us. If you become aware that there are errors in the information that we have registered about you, you are encouraged to contact us in writing so that the information can be corrected.
 - 4.3.2 Information that we have collected in connection with your registration with our membership club, you have the opportunity to correct via log-in to your user profile.
- 4.4 Right of deletion
 - 4.4.1 In some cases, you have the right to have all or some of your personal data deleted by us, e.g. if you revoke your consent and we do not have another legal basis to continue processing. To the extent that continued processing of your data is necessary, e.g. in order for us to comply with our legal obligations or for legal claims to be established, enforced or defended, we are not obliged to delete your personal data.
- 4.5 The right to restrict treatment to storage

- 4.5.1 In some cases, you have the right to have the processing of your personal data limited to storage only, e.g. if you believe that the information we process about you is not correct.
- 4.6 The right to data portability
 - 4.6.1 In certain cases, you have the right to have personal data that you have provided to us in a structured, commonly used and machine-readable format and have the right to transfer this information to another data controller.
- 4.7 Right of objection
 - 4.7.1 You have the right at any time to object to our processing of your personal data for direct marketing purposes, including the profiling carried out in order to target our direct marketing.
 - 4.7.2 You also have the right at any time, for reasons relating to your personal situation, to object to the processing of your personal data that we make on the basis of our legitimate interests, cf. points 2.1 and 2.3.
- 4.8 The right to revoke consent
 - 4.8.1 You have the right at any time to revoke a consent you have given us for a given processing of personal data, including for the profiling carried out by you as a member of the customer club. If you wish to revoke your consent, please contact us at info@lsmdiesel.dk.
- 4.9 The right to appeal
 - 4.9.1 You have the right to file a complaint with the Danish Data Protection Agency, Borgergade 28, 5, 1300 Copenhagen K, about our processing of your personal data at any time. Complaints can be made by mail dt@datatilsynet.dk or phone +45 33 19 32 00.

5. DELETION OF PERSONAL DATA

- 5.1 Information collected about your use of the Website cf. item 2.1. will be deleted no later than when you have not made use of the Website for 5 years.
- 5.2 Information collected in connection with your registration for our newsletter will be deleted when your newsletter consent is withdrawn, unless we have a different basis for processing the information.
- 5.3 Information collected in connection with purchases you have completed on the Website cf. item 2.2 will as a rule be deleted 5 years after the end of the calendar year in which you made your purchase. However, information can be stored for a longer period of time if we have a legitimate need for longer storage, e.g. if it is necessary for legal claims to be established, enforced or defended, or if storage is necessary for us to meet legal requirements. Accounting material is stored for 5 years until the end of a financial year to meet the requirements of the Danish Bookkeeping Act.
- 5.4 Information that we have collected in connection with your registration to and during your membership of our customer club cf. section 2.3, we will automatically delete: a) if you have not logged into your user profile for 5 years, b) if you disable (suspend) your membership to our customer club and do not reactivate it within the next 5 years, or c) if you opt out of your membership to our customer club.

6. SECURITY

- 6.1 We have implemented appropriate technical and organisational safeguards against accidental or illegal destruction of personal data, forfeiture, alteration or deterioration, and against their becoming unrelated or misused.
- 6.2 Only employees who have a real need to access your personal data in order to do their job have access to it.

7. USING COOKIES

A cookie is a small data file that we store on your computer to keep track of what happens during your visit and to recognize the computer. A cookie is not a program and does not contain viruses. Cookies are necessary to make the website work and also help us get an overview of your visit to the website, so that we can continuously optimize and target the website to your needs and interests. Cookies remember, for example, what you have added to the shopping cart, whether you have previously visited the site, whether you are logged in and what language you would like the website to have the website in.

You can read more about our use of cookies [here](#).

8. CONTACT

- 8.1 Lsm-diesel A/S is the data controller for the personal data collected through the Website.
- 8.2 If you have any questions or comments about this Privacy Policy or wish to make use of one or more of your rights described in section.4, you can contact:

Lsm-diesel A/S
Egtevej
9480 Loop

Phone No.: 98991475
Email: info@lsm-diesel.dk

9. CHANGES IN PERSONAL DATA POLICY

9.1 If we make changes to the Personal Data Policy, you will be informed of this on your next visit to the Website.

The privacy policy was last updated december 2018