



Our processing of personal data of potential customers, newsletter recipients or website visitors

1. Data responsibility and contact information

The Danish Shipowners' Accident Insurance Association (UFDS) is data responsible for the processing of personal data we receive and register about you when you are a potential customer, newsletter recipient or website visitor. According to the data protection regulation's article 13 we are to give you a series of information that follows, when we process your personal data.

If you have any questions to our processing of your personal data, you are always welcome to contact us:

The Danish Shipowners' Accident Insurance Association (UFDS)

CVR: [67760719](#)

Telephone: [+45 3313 8688](#)

Mail: ufds@ufds.dk

2. Processing your personal data

2.1 Processing potential customers data

Purpose

The purpose of our processing of the following data is as follows:

- Sales

Categories of personal data and basis of processing

Regular personal data

For the purposes we process regular personal data:

- Name
- Telephone number
- Position



- E-mail

These personal data are processed with authority in the data protection regulation article 6, section 1, letter b (contract/agreement).

2.2 Processing newsletter recipients' data

Formål

The purpose of our processing of the following data is as follows:

- Marketing

Categories of personal data and basis of processing

Regular personal data

For the purposes we process regular personal data:

- Name
- E-mail
- Company

These personal data are processed with authority in the data protection regulation article 6, section 1, letter a (consent).

2.3 Processing website visitors' data

The purpose of our processing of the following data is as follows:

- Marketing

Categories of personal data and basis of processing

Regular personal data

For the purposes we process regular personal data:

- Subject
- Company
- Name
- E-mail
- Phone number
- Message

These personal data are processed with authority in the data protection regulation article 6, section 1, letter f (legitimate interest).

If we process your data on the basis of a consent that you have given, you have the right to withdraw your consent at any time. This can be done using the contact details above.



3. Categories of recipients

We disclose or entrust personal data to the following categories of recipients:

- Our data processors on the basis the data processing agreement.

In connection with the disclosing of personal data to our data processors, this information may be disclosed to third countries, such as the United States. In that case, the disclosing takes place with the necessary guarantees on the basis of standard regulations on data protection (the EU Commission's Standard Contracts), i.e. Microsoft's ['Online Services Data Protection Addendum'](#)

4. Storage of personal data

The Danish Shipowners' Accident Insurance Association (UFDS) has guidelines for how long we store different types of personal data. These guidelines are based on legislation, categories of data and purpose of processing. This means we do not store your personal data for longer than this data serves the purpose for which it is processed, though for a maximum of one year.

5. Your rights as registered

In connection with our processing of your personal data you have, in accordance with the data protection regulation – with the limitations that follow – the following rights, which you can assert against us:

- *Right to access:* According to article 15, you have the right to access the information we process about you, as well as a range of additional information.
- *Right to rectification:* According to article 16, you have the right to have incorrect information about you corrected.
- *Right to deletion:* According to article 17, you have the right to – in special cases – have information about you deleted before the time of our general deletion occurs.
- *Right to restriction of processing:* According to article 18, in certain cases you have the right to have the processing of your personal data restricted. If you have the right to restrict the processing, we may in the future only process the information – apart from storage – with your consent or with the purpose of establishing, asserting, or defending legal requirements, or to protect a person or important societal interests.



- *Right to transfer information:* According to article 20, in certain cases you have the right to receive your personal data in a structured, regularly applied and machine-readable format – and to have this information transferred from one data processor to another without hindrance.
- *Right to objection:* According to article 21, in certain cases you have the right to object to our legal processing of your personal data.

You can enforce your rights by contacting us at the telephone number or e-mail address above. Once we have received your request, we will investigate whether it is possible to meet your request. We will give you an answer as quickly as possible within one month, but no later than three months after we have received your inquiry.

6. Your complaining options

You have the possibility to complain about our processing of your personal data to the Danish Data Protection Agency. You can find the contact information for the [Danish Data Protection Agency](#).