

## **GDPR**

As a customer/visitor to Epishine.com, you have the right to know how we process your personal data. The GDPR (General Data Protection Regulation) is a data protection regulation that entered into force in May 2018. It applies throughout Europe and the purpose of the regulation is, in short, to strengthen individuals' rights about how their personal data is handled, stored and processed.

### **What is a personal information?**

A personal data is information that can be directly or indirectly linked to a living person. The most common data we associate with personal data are; name, post and email address and personal number, but it can also be audio recordings, pictures, customer numbers and more.

The Data Protection Ordinance distinguishes between ordinary personal data and sensitive personal data. The latter category includes information on health, ethnicity, sexual orientation and professional affiliation. Epishine will never handle sensitive personal data of their customers/visitors.

### **Why do we collect information?**

When we process personal information for the purposes explained here, we use our legitimate interests in maintaining business relationships and communicating with you as a contact person about the business and our arrangements. We believe that our legitimate interests follow the law and the rights and freedoms of our business contacts. We use the personal data we collect to:

- Keep contact with prospecting and existing customers
- Send information about our product and about our arrangements.
- Keep track of participants who participated in various events organized by Epishine.

### **How the data is processed?**

#### **Management**

Only those persons who need to process personal data for the above-mentioned purposes have access to your personal information. We may need to share your personal information with our suppliers, such as printers and external conference organizers on the event you are attending. We may also need to allow our suppliers and subcontractors to access your personal information when performing services for us, primarily to maintain and support our IT systems.

#### **Collection and Sharing**

Information you provide to us about yourself, or that we collect and infer based upon your entries and posts to a Epishine Site may be used to improve your user experience, provide or suggest targeted services. We may collect IP addresses and cookies for the primary purpose of assisting with ease of use by you. However, except as legally required, we will not sell or provide your email address, IP address, cookies, address or phone number to third parties for advertising or other purposes.

#### **Storage and thinning**

How long the data is stored depends on what the processing consists of and what the purpose of it is. For customer interest the data will be stored for 5 years unless the customer relation is ongoing. Thinning of personal data will be conducted once per year where inactive profiles will be deleted.

#### **Your rights**

If information is deleted at the request of the individual, the company must also inform those to whom they have provided information about the deletion. However, this does not apply if it turns out to be impossible or involves an overly time-consuming effort. The individual has the right to request information about to whom information has been disclosed. When personal data has been published or otherwise made public (in a social network, an Internet forum or on a website), it is not always sufficient that they are deleted there. In these situations, the person who published the information must also take reasonable steps to inform others who process the information about the individual's request so that copies of or links to the information are also deleted.