

Cookie and Privacy Policy at BSM A/S

Introduction

When you visit our website, information about you is collected to customize and improve our content and to increase the value of the ads shown on the site. If you do not wish for information to be collected, you should delete your cookies (see instructions) and refrain from further use of the website. Below, we have elaborated on the information collected, its purpose, and which third parties have access to it.

Cookies

The website uses "cookies," which are text files stored on your computer, mobile, or similar device with the purpose of recognizing it, remembering settings, generating statistics, and targeting ads. Cookies cannot contain harmful code such as viruses.

It is possible to delete or block cookies. See instructions:

<http://minecookies.org/cookiehandtering>

If you delete or block cookies, ads may become less relevant to you and appear more frequently. Additionally, you may risk that the website does not function optimally and that certain content becomes inaccessible.

Personal Data

General

Personal data refers to any kind of information that can, to some extent, be attributed to you. When you use our website, we collect and process a variety of such information. This happens, for example, during general access to content, when signing up for our newsletter, participating in contests or surveys, registering as a user or subscriber, using other services, or making purchases via the website.

We typically collect and process the following types of information: a unique ID and technical details about your computer, tablet, or mobile phone, your IP address, geographic location, and which pages you click on (interests). If you explicitly provide consent and enter the information yourself, we also process: name, phone number, email address, physical address, and payment details – typically in connection with account creation or purchases.

Security

We process your personal data securely and confidentially in accordance with applicable legislation, including the General Data Protection Regulation (GDPR) and the Danish Data Protection Act.

Your data will only be used for the purposes it was collected for and will be deleted when those purposes are fulfilled or no longer relevant.

We have implemented technical and organizational measures to prevent your data from being accidentally or illegally deleted, published, lost, degraded, accessed by unauthorized persons, misused, or otherwise processed contrary to the law.

Purpose

The data is used to identify you as a user and show you the ads most likely to be relevant, to register your purchases and payments, and to deliver the services you have requested, such as sending newsletters. Additionally, we use the data to optimize our services and content.

Retention Period

The data is stored for the period permitted by law, and we delete it when it is no longer necessary. The period depends on the nature of the data and the reason for storage. Therefore, a general time frame for data deletion cannot be specified.

Disclosure of Information

Data about your use of the website, the ads you receive and possibly click on, your geographic location, gender, age group, etc., may be shared with third parties to the extent that this data

is known. You can see which third parties are involved in the "Cookies" section above. This information is used to target advertising.

We also use a number of third parties for data storage and processing. These parties process data solely on our behalf and may not use it for their own purposes.

Disclosure of personal data such as name and email address will only take place if you give explicit consent. We only use data processors within the EU or in countries that can provide your data with adequate protection.

Access and Complaints

You have the right to know what personal data we process about you in a standard format (data portability). You may object at any time to the use of your data, and you may also withdraw your consent for data processing. If the data we hold about you is incorrect, you have the right to have it corrected or deleted.

Requests regarding this can be sent to: post@bsm.dk.

If you wish to file a complaint about our processing of your personal data, you may also contact the Danish Data Protection Agency (Datatilsynet).

If you no longer want us to process your personal data or wish to restrict the processing, you can also send a request to the same email address.

Publisher

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