

Privacy policy

The intention of this privacy policy is to inform Eupry's customers and visitors on Eupry's web site about how their personal data is processed.

1. Eupry is the data controller - how can you get in touch

Eupry is the data controller of the personal data we process about you. You can find our contact information below.

Eupry ApS
Dortheavej 59, 3.
DK - 2400 Copenhagen
Denmark
CVR: 3053 6665

E-mail: contact@eupry.com
Telephone: +45 5351 7700

2. The purposes and legal basis for our processing of your personal data

Eupry processes your data for the following purposes:

You are a "customer" or a "user"

If you are a "customer" or a "user", Eupry processes the following categories of personal data about you:

- Contact information such as e.g. your name, professional e-mail address, professional telephone number and professional physical address
- Information about your professional situation
- Financial information such as billing information

Provision of the above mentioned data is a requirement to enter into a contract with Eurpy about the services. Failure to provide the information makes Eurpy incapable of providing the service.

Eurpy processes the personal data for the following purposes:

- To deliver your order including providing support during the “customer” and “user” relationship
- To produce statistics about your purchase and the support provided to it
- To send you relevant marketing
- To maintain you as a “customer” or a “user”

Category of data and purpose	Purpose	Legal basis
Contact information, information about your professional position and billing information	Deliver your order, receive payment for it and provide support	Performance of a contract, cf. GDPR art. 6 (1) (b) The Danish Bookkeeping Act, section 10
Contact information and information about your professional position	To produce statistics about your purchase and the support provided to it	Legitimate interest, cf. GDPR art. 6 (1) (f)*
Contact information and information about your professional position	Send to you relevant marketing	Legitimate interest, cf. GDPR art. 6 (1) (f)**
Contact information and information about your professional position	Maintain you as a “customer” or a “user”	Legitimate interest, cf. GDPR art. 6 (1) (f)*

You visit our web site or interact with us on our social media platforms

If you visit our web site or interact with us on our social media platforms such as e.g. LinkedIn or Facebook, Eurpy will process the following types of personal data about you:

- Online identifiers such as e.g. the IP address you visit us from
- The browsing history saved in the browser of the device through which you interact with us
- Characteristics of your type of profile on the social media, e.g. LinkedIn or Facebook

Eurpy receives these categories of personal information because functionalities on the social media platforms enable Eurpy to view the data. Eurpy encourages you to read the privacy policy of those social media:

LinkedIn: <https://www.linkedin.com/legal/privacy-policy> (in Danish)

Facebook: <https://www.facebook.com/privacy/explanation> (in Danish)

Eupry processes these categories of personal data for the following purposes:

- To produce statistics about you as a “customer” or “user”
- To send you type relevant marketing

Category of data and purpose	Purpose	Legal basis
Online identifiers, browsing history and characteristics of your social media platform	To produce statistics about your type	Legitimate interest, cf. GDPR art. 6 (1) (f)**
Online identifiers, browsing history and characteristics of your social media platform	To re-target you with marketing adds	Legitimate interest, cf. GDPR, art. 6 (1) (f)**

- Legitimate interest #1 is to create business intelligence about our customers, their need for support and our ability to provide it. Strictly spoken this data management is not necessary for us provide the service under the contract with you, however, in order to grow as a professional and sector-leading data logging company Eupry must learn from experience and the data gathered about it.
- Legitimate interest #2 is to provide relevant marketing to professionals who have shown interest in service such are Eupry’s. In order to grow, Eupry must be able to carry out meaningful digital marketing efforts towards a relevant audience. In doing so, Eupry is dependant on the services provided to it by social media platforms.

3. Categories of recipients

Eupry discloses your personal data to the following categories of recipients:

Type of recipient	Country	Ground for transfer in GDPR art. 46
The provider of our CRM system	USA	Commission’s Standard Contractual Clauses
The provider of our ERP system	USA	Commission’s Standard Contractual Clauses

The provider of our newsletter distribution system	USA	Commission's Standard Contractual Clauses
--	-----	---

4. Storage of your personal data

Eupry processes your personal data for the following periods of time:

Purpose	Period
Deliver your order and provide support	Five years from the last financial interaction with you
To produce statistics about your purchase and the support provided to it	When we have produced the statistics we delete the data sets behind it. We produce statistics three years back in time.
Send to you relevant marketing	As long as you have interaction with Eupry on Eupry's social media platforms or are registered as a "customer" or a "user" in our systems
Maintain you as a "customer" or a "user"	As long as you are registered as a "customer" or a "user" in our systems + 2 years
To produce statistics about your type	As long as you have interaction with Eupry on Eupry's social media platforms
To re-target you with marketing adds	As long as you have interaction with Eupry on Eupry's social media platforms

5. Your rights

You have rights regarding the personal data Eupry processes about you. Some of the rights only apply, if certain conditions are met. If you want to make use of your rights, please contact Eupry on the information listed above. Upon contact will assess your request and tell you whether it can be accomodated or not. The rights you can choose between are the following:

Right of access

You have the right to get insights in the personal data Eupry processes about you as well as a copy of the data.

Right to correction

You have the right to have incorrect information about you corrected

Right to deletion

Under some circumstances you have the right to have personal data about you deleted, before the termination of the storage period as defined above has come.

Right to restriction of the processing

Under some circumstances you have the right to have the processing of your personal data restricted.

Right to object

Under some circumstances you have the right to object. This also goes for the information Eupry processes about your for the purpose of direct marketing.

Right to data portability

Under some circumstances you have the right to receive data you have provided to the controller in a structured, commonly used and machine-readable format.

6. The Danish Data Protection Authority

Eupry is a Danish company. Therefore, you have the right to file a complaint about Eupry's processing of your personal data to the Danish Data Protection Authority. For more information about this, please visit the authority's web site: <https://www.datatilsynet.dk/generelt-om-dataskyttelse/klage-til-datatilsynet/>