

# Customer Care Satisfaction Survey

At DFDS, we are always striving to strengthen our relationship with customers and improve their customer experience. This requires good insight into how our current and potential customers perceive our products and services - and the best way to get that insight is to ask customers directly.

Therefore, we may contact you via SMS, Live chat or email, either after your next enquiry or after you have been selected to participate in one of our customer surveys. If you are contacted, we of course hope you will participate, but you are never obliged to do so.

## How do you know that the invitation to our survey is from DFDS?

- You will typically be contacted via SMS, our Live chat or by email.
- Invitations sent via SMS will come from DFDS with no cost to the customer. DFDS will not charge you for an SMS
- If the invitation comes by email, it will come from a trusted DFDS account or from a similar trusted partner.

Be aware if the survey is genuine - it is not from us if you are asked the following:

- We never ask for confidential information such as credit card details, account numbers, passwords or similar, and you should never provide them when you participate.
- We never ask you to log in to your account with us
- We will never send you a link to software that needs to be installed on your computer or mobile device.

If you are in doubt about whether the survey is genuine, you are always welcome to contact us.

## Handling of your data

- To conduct our surveys, we share data about you that is necessary to carry out the survey, such as your email address and/or phone number, with the partner that conducts the survey on behalf of DFDS.
- When DFDS receives the response from you, we will use it for analysis purposes and internal training.
- DFDS will store your response internally and keep it for a maximum of 1 year or for as long as there is a legitimate business reason to do so.

## When you answer questionnaires or participate in customer surveys

When you participate in customer surveys conducted by DFDS one of our business partners, your answers are usually not anonymised. Non-anonymity allows DFDS to:

- use your responses for analytical purposes where we combine them with other data, for example how long you have been a DFDS customer (if you are a customer with us)
- gain greater insight into our customers' wants and needs to better educate our employees and develop our products and services
- contact you directly SMS, Chat or Email in connection with your participation in the survey to clarify your answers

Your responses are treated with confidentiality. We do not use your answers for marketing purposes. Personal data collected as part of surveys is not anonymised and is retained for a maximum of one year. After this period, all survey responses are permanently deleted.

## Information on the processing of personal data:

DFDS A/S is the data controller in relation to surveys conducted on DFDS' behalf.

Read more about how we process your personal data in our Privacy Notice here <https://www.dfds.com/en-gb/legal/privacy>

**If you want to know what personal data DFDS holds about you and how it is processed, you can request it by writing to: [privacy@dfds.com](mailto:privacy@dfds.com)**