



Privacy Notice – TDC Erhverv **Websites, Social Media and Newsletters**

When you use TDC Erhverv's websites, TDC Erhverv (TDC Brands A/S, company registration no. 40075291, Teglholmsgade 1, 2450 Copenhagen SV, Denmark), as data controller, collects and processes a range of personal data about you.

TDC Erhverv uses cookies and similar technologies when you use our website. Our services, applications, messaging systems (such as webmail) and tools that use the website therefore also set cookies. When we refer below to "websites/services", this also covers applications, messaging systems and tools.

This Privacy Notice covers the following internet domains: See TDC Erhverv's cookie declaration, which you can find on www.tdc.dk in the cookie box at the bottom left of the website.

In this Privacy Notice, we describe the circumstances relating to our processing, use and disclosure of personal data in this connection.

TDC Erhverv's general Privacy Notice: tdc.dk/da/persondatameddelelse-eng

1. Types of personal data and purposes

When you use TDC Erhverv's websites/services, the following personal data, among other data, is collected, verified or otherwise processed in our internal systems:

- IP address
- Information about the device from which the website is visited
- Information about the user's activity on and use of the website

The purposes for which we collect and process the personal data are:

- We process your personal data because this is necessary to ensure functionality. We also process the information to improve user-friendliness, compile statistics on use of the website/service, and target relevant marketing at the individual user



- You can read more about the purposes for which TDC Erhverv uses cookies in our cookie declaration

The processing carried out using the personal data

- When you visit TDC Erhverv's websites, social media and newsletters, we collect and process personal data that is read from the cookies or other tracking technologies located on your terminal. This information is stored for use for the stated purposes.
- You can read more about the purposes for which TDC Erhverv uses cookies in our cookie declaration.

2. Automated individual decisions

Personal data is not processed for the purpose of automated individual decision-making, including no automated decisions based on profiling.

3. Sources

We collect personal data directly from you when you use TDC Erhverv's websites/services. In some cases, collection of the information is a prerequisite for using the website/service. If we do not have access to the personal data, you cannot access the website/service. In other cases, for example in connection with your choice of cookies used, it is optional whether you wish to provide the information.

4. The legal basis for processing the personal data

The legal basis for our processing of your personal data is:

- A legitimate interest of TDC Erhverv in being able to provide an interesting and useful website. The legitimate interest must be viewed in light of the fact that, in connection with use of the website, TDC Erhverv processes only ordinary personal data, including in particular technical addresses and information about use of the terminal concerned.
- Consent. Some of TDC Erhverv's cookies and the subsequent processing are based on your consent. The use of functional, statistical and marketing-related cookies requires your consent. You may withdraw your consent to the use of cookies at any time. Further information is



available in TDC Erhverv's cookie declaration, which you can find on tdc.dk in the cookie box at the bottom left of the website.

5. Social media and newsletters

Communication via social media

TDC Erhverv processes your personal data when you, as a customer or potential customer, communicate with us via social media, and when we use these media for marketing.

When you communicate with us, for example in connection with support via social media, we need to be able to identify you as a customer and find the correct information in our systems, and we will normally ask you to provide your name and telephone number either by telephone, email or online contact, such as chat or Facebook. The additional personal data we need depends on the subject of your enquiry. If, for example, your enquiry concerns how you use our Self-Service solution, we will guide you specifically in this. We receive new personal data from you.

Advertising via social media through cookies, pixels and similar technologies

When you accept cookies, pixels and similar technologies for marketing via TDC Erhverv's website, TDC Erhverv may collect and disclose information about your web browser, page location, IP address, pixel ID/cookie ID, pages visited, interests, interaction with advertisements, data entered in connection with purchases, and activity on the website to social media platforms and third parties.

The purposes of TDC Erhverv's processing are to:

- Measure the effectiveness of our advertisements
- Measure the relevance of our advertisements to different target groups
- Deliver targeted content
- Build customer groups for marketing
- Send advertisements to people who have visited the website
- Send advertisements to visitors who resemble current customers



- Exclude advertisements for visitors who have recently purchased products
- Determine whether conversions to purchases take place after people have seen the advertisements

The purpose of the social media platform's processing of your personal data is to improve and increase the efficiency of the social media platform's advertising platform.

For the following social media platforms, TDC Erhverv and the providers of the social media platforms are joint data controllers for the processing of personal data collected for the stated purposes:

- Facebook (Meta Platforms Ireland Ltd.)
- Facebook's privacy policy is available [here](#)
- Instagram (Meta Platforms Ireland Ltd.)
- Instagram's privacy policy is available [here](#)
- LinkedIn Corporation
- LinkedIn's privacy policy is available [here](#)

The legal basis for TDC Erhverv's collection and disclosure of your personal data for these purposes is your prior consent pursuant to Article 6 (1) (a) of the General Data Protection Regulation.

See the cookie pop-up window, where the deletion periods are stated. You can open the cookie pop-up window by selecting the icon on the left-hand side of TDC Erhverv's website.

Advertising via social media in connection with purchases

When you purchase products via TDC Erhverv's website, TDC Erhverv collects and discloses your email address, telephone number and interests to the social media platforms below. This is done manually via an Adobe API.

The purposes of TDC Erhverv's processing of your personal data are to:

- Target advertisements at specifically constructed groups of people
- Exclude current customers from advertising or exclude potential spam



- Target advertisements at people who resemble our current customers

The purpose of the social media platform's processing of your personal data is to improve and increase the efficiency of the social media platform's advertising platform.

TDC Erhverv and the providers of the social media platforms below are joint data controllers for the processing of personal data collected for the stated purposes:

- Facebook (Meta Platforms Ireland Ltd.)
- Facebook privacy policy: <https://www.facebook.com/privacy/policy/>
- Instagram (Meta Platforms Ireland Ltd.)
- Instagram privacy policy: <https://about.instagram.com/safety/privacy>
- LinkedIn (LinkedIn Corporation)
- LinkedIn privacy policy: <https://www.linkedin.com/legal/privacy-policy>

The legal basis for TDC Erhverv's collection and disclosure of your personal data for these purposes is our legitimate interest in increasing awareness of our products and carrying out targeted advertising pursuant to Article 6(1)(f) of the General Data Protection Regulation.

You always have the right to object to the collection and disclosure of your personal data to the social media platform by contacting us as stated above. TDC Erhverv will always respect your objection in this context.

Optimisation of newsletters

Our newsletters contain so-called tracking pixels. Tracking pixels are integrated into newsletter emails sent in HTML format to enable registration and analysis via a log file. This enables TDC Erhverv to perform a statistical analysis of whether our newsletters generally generate the necessary interaction and attraction. From the integrated tracking pixel, we can see whether and when an email has been opened by you, a pixel ID, and which links in the email you have selected. We use this personal data collected through newsletters to make the



newsletters more interesting for you and others. We process your personal data for these purposes on the basis of our legitimate interest in understanding your behaviour and interests and improving the content of the newsletters we send, pursuant to Article 6(1)(f) of the General Data Protection Regulation.

You always have the right to object to the processing of your personal data for this purpose, after which we will assess and respond to your request.

6. Right to object

In certain cases, you have the right to object to our otherwise lawful processing of your personal data. You may always object to the processing of your data for direct marketing.

7. Recipients of personal data

Personal data may be disclosed and shared with the following recipients:

- Third parties such as suppliers and business partners, dealers, analytics and search engine providers, including advertising networks and social media platforms.
- If the third party is a data processor, TDC Erhverv enters into a data processing agreement to protect your data.
- You can read more about the business partners with which TDC Erhverv may share your data in connection with our use of cookies by selecting "Show details" in our cookie policy, which you can find on tdc.dk in the cookie box at the bottom left of the website.

8. Transfer of personal data to recipients in countries outside the EU/EEA

- A partner or subcontractor may have parts of its products or services in a country outside the EU (a third country), and your personal data may therefore be transferred outside the EU.
- In connection with transfers of personal data, TDC Erhverv uses the relevant legal bases in Articles 44–49 of the GDPR. Where an adequacy decision from the European Commission exists, a transfer of personal data will be based on Article 45(1).



- Where no adequacy decision from the European Commission exists, a transfer of personal data will be based on Article 46(2)(c).
- Where a transfer is based on Article 46(2)(c), TDC Erhverv ensures that the transfer has been assessed in accordance with EDPB Recommendations 01/2020 on supplementary measures, so that effective supplementary measures are ensured where a Standard Contractual Clause does not in itself ensure an adequate level of protection.

9. Retention period

We retain your personal data for as long as necessary to fulfil the purposes stated above.

10. Contact

If you have comments or questions in connection with our information and/or processing of your personal data, you are welcome to contact us on +45 70 70 90 90.

This Privacy Notice was updated in October 2024.