

# Cookies and privacy policy

## Contents:

### [1. Introduction](#)

### [2. How does Berlingske Media collect personal data?](#)

### [3. Which personal data does Berlingske Media collect?](#)

### [4. How long does Berlingske Media store your personal data?](#)

### [5. With whom does Berlingske Media share your personal data?](#)

### [6. Online credit card purchase](#)

### [7. What is the purpose of collecting personal data?](#)

### [8. The legal basis for personal data processing](#)

### [9. Your rights](#)

### [10. Storage security and internal sharing of your personal data](#)

### [11. Cookies](#)

1. [11.1 What are cookies?](#)
2. [11.2 How long do we store cookies?](#)
3. [11.3 How do you avoid cookies?](#)
4. [11.4 Cookies from our business partners](#)
5. [11.5 Registration of adblockers](#)

### [12. Contact details and right to complain](#)

## Privacy policy

Berlingske Media takes the processing of your personal data very seriously. The purpose of this privacy policy is to give a clear overview of how we handle your personal data.

### 1. Introduction

Berlingske Media A/S operates the media Berlingske, Business, AOK, B.T., Weekendavisen Euroinvestor and Radio24Syv as well as the services Sweetdeal and Marketsquare.

The Berlingske Media group includes the following companies, in which Berlingske Media has a controlling interest and which are subject to this privacy policy:

Berlingske Media A/S

Weekendavisen A/S

BTMX P/S

Berlingske People A/S  
Marketsquare A/S  
Trykkompagniet A/S

Below, these companies are referred to jointly as Berlingske Media.

The following Internet domains are owned and operated by Berlingske Media:

[www.berlingskemedias.dk](http://www.berlingskemedias.dk)

[www.berlingske.dk](http://www.berlingske.dk)

[www.bt.dk](http://www.bt.dk)

[www.weekendavisen.dk](http://www.weekendavisen.dk)

[www.business.dk](http://www.business.dk)

[www.aok.dk](http://www.aok.dk)

[www.sweetdeal.dk](http://www.sweetdeal.dk)

[www.radio24syv.dk](http://www.radio24syv.dk)

[www.weekendavisen.dk](http://www.weekendavisen.dk)

[www.godttip.dk](http://www.godttip.dk)

[www.marketsquare.dk](http://www.marketsquare.dk)

[www.euroinvestor.dk](http://www.euroinvestor.dk)

[www.euroinvestor.com](http://www.euroinvestor.com)

Contact:

[persondata@berlingskemedias.dk](mailto:persondata@berlingskemedias.dk)

Berlingske Media A/S  
Pilestræde 34  
DK-1147 Copenhagen K  
Att. Data Protection Officer

## **2. How does Berlingske Media collect personal data?**

Berlingske Media A/S collects personal data in the following ways:

- When you purchase or request one of our services.
- Through business customers. For example, in a sales situation where a request is made for an offer for one of our services and/or for a cooperation agreement.
- Registration of visits in connection with the use of our digital services. See the section on cookies.
- From social media, advertising and analytics providers and public registers.

## **3. Which personal data does Berlingske Media collect?**

Berlingske Media collects, for example, the following personal data:

- Name, address, phone number, email address, date of birth and other general personal data
- Credit card details (when purchasing services)
- Demographic information
- Purchase history
- History of use of our digital services
- Feedback through our customer surveys
- Feedback on social media and other digital platforms
- Browser information

Berlingske Media provides a wide range of services. Each service is subject to special terms and conditions.

When, in connection with ordering one or more of these services, you provide your personal data to Berlingske Media, you also consent to your personal data being processed by us.

#### **4. How long does Berlingske Media store your personal data?**

The storage period of your data depends on the data type and the legal basis for our data processing.

A common denominator of all data types is that your data are deleted the moment we no longer have any legitimate reason to process them.

On our [self-service site](#) you will find a combined list of the categories of data we collect and when such data are deleted automatically.

#### **5. With whom does Berlingske Media share your personal data?**

In some instances, we share your data with a third party. However, no such sharing will take place without Berlingske Media having full control of your data because such a data processor may only access and process your data upon instruction from Berlingske Media.

However, please note that, in connection with the use of cookies on our online services, third parties may collect data directly via our websites. The purpose of such collection is exclusively to target the advertisements shown to you on our websites. In such situations, third parties are separate data processors for these data. More details are available under the item “cookies” or in the cookie declaration on the relevant website.

Berlingske Media may transfer personal data to the following categories of third parties:

- **IT system providers** – When we process your data in an IT system, the data are in fact processed by a third party. The reason is that the system provider may render support on the system and thereby access data at our request.

- **Consultants** – Banks, auditors and legal advisers (for example in connection with debt collection procedures).
- **Payment services providers** – See, for example, item 6 below.
- **Distributors** – In connection with the delivery of products.
- **Service operators** – For example suppliers of IT servers.

## 6. Online credit card purchase

Berlingske Media uses the Danish Internet Payment System (DIBS [www.dibs.dk](http://www.dibs.dk)) for your purchases of products and credit card payments. DIBS as well as Berlingske Media have been approved and certified by the Danish bank payments system ([www.nets.eu/dk-da](http://www.nets.eu/dk-da)).

We store, for a period of up to five years, the information you provide in connection with orders and purchases. The information will then be deleted.

The information provided by you will only be used for the execution of your order and if, for example, you make an enquiry or if the order contains incorrect details.

## 7. What is the purpose of collecting personal data?

Berlingske Media only collects personal data that are required for the purpose described in the separate terms and conditions for the specific services and in this personal data policy.

The type of personal data we collect and the purpose of such collection depend on the service. Berlingske Media may collect personal data for one or more of the following purposes:

- Processing of your purchase of our services
- Fulfilment of your request for services
- Improvement and development of our services
- Adaptation of our communication and marketing activities to you
- Remarketing
- Adaptation of our business partners' communication and marketing activities to you
- Administration of your relation to Berlingske Media
- Fulfilment of legal requirements

The list is not exhaustive.

When you give your consent, you will be informed of the specific purpose or purposes of the processing of your personal data.

## 8. The legal basis for the personal data processing

Below follows an overview of the most common legal bases of Berlingske Media's processing of your personal data.

We may process your personal data if it is necessary for fulfilling an agreement to which you are a party. This could, for example, be when you take out subscriptions.

We may also process your personal data to perform certain actions and/or carry out preparations at your request before an agreement is made.

Personal data may also be processed in order for us to pursue a legitimate interest unless your interest or fundamental rights override Berlingske Media's legitimate interest. The legitimate interests we pursue may, for example, be statistics, customer surveys and analyses of general user behaviour for the purpose of improving your benefits, your experience and the quality of our services, etc.

Finally, consent forms the basis of much of the processing that may be undertaken. This will, for example, be the case if you sign up for a newsletter or accept that we may contact you for marketing purposes. If the processing is based on your consent, you may withdraw your consent at any time, and your personal data will then be deleted. More details are available in item 9 below.

## 9. Your rights

Under the Danish Data Protection Act and the General Data Protection Regulation you have, as a data subject, several rights.

- You have the right to access the personal data we process about you.
- You have the right to have rectified and updated the personal data we have registered about you.
- You have the right to have deleted the personal data we have registered about you. If you request that your personal data be deleted, we will delete all the data that the law does not require us to store.
- If the personal data processing is based on your consent, you have the right to withdraw your consent, which means that the processing will then stop unless we are required by law to process the personal data.

These rights may, however, be restricted due to the privacy of other individuals, business secrets, intellectual property rights or other legal obligations overriding the above rights.

If you wish to access the personal data we store about you, please visit our self-service site where you may also request that your personal data be deleted or withdraw your consent for a specific processing operation.

You may also contact us if you have any questions relating to the above or if you think that your personal data are not processed in compliance with the law.

Enquires about your data:

Self-service: [minedata.berlingskemedias.dk](https://minedata.berlingskemedias.dk)

Email: [kundeservice@berlingske.dk](mailto:kundeservice@berlingske.dk) or [persondata@berlingskemedias.dk](mailto:persondata@berlingskemedias.dk)

Berlingske Media A/S  
Pilestræde 34  
DK-1147 Copenhagen K

Berlingske Media will do its utmost to respond to all requests within 30 days after receipt.

Upon receipt of requests for rectification and/or deletion of your personal data, we will check whether the relevant conditions have been fulfilled and, if so, we will rectify or delete the personal data as soon as possible.

Berlingske Media may refuse to accommodate requests that are either unfairly repetitive, jeopardise the protection of personal data of other individuals, are required by way of a legal obligation or in situations where the requested action must be considered highly complex (for example requests for data that only exist in the form of backup copies).

#### **10. Storage security and internal sharing of your personal data**

Berlingske Media protects your personal data and has adopted internal information security rules that include instructions and measures protecting your personal data against unauthorised disclosure and preventing unauthorised persons from gaining access to or knowledge of the data.

We have set up procedures for granting access rights to our employees who process sensitive personal data and data disclosing information on personal interests and habits.

We check these employees' actual access through logging and monitoring.

To prevent loss of data, we back up our data on a regular basis. Should any security breach result in there being a high risk of discrimination, identity theft, financial loss, damage to reputation or any other significant disadvantage, we will notify you of the security breach as soon as possible. We regularly update our security procedures on the basis of the latest technology.

In addition to Berlingske Media's internal systems, we use external providers of IT services, IT systems, payment service solutions, etc.

For the purpose of providing the highest level of service, we share selected personal data, for example at your request, with external suppliers. Further, we share and transfer your personal data within the Berlingske Media group. The purpose of sharing personal data is to provide the most optimal service to you.

In some cases, we may also be required to transfer personal data either by law or following an order issued by a public authority.

We delete your personal data when we are no longer required by law to store the data or when the processing no longer serves a purpose.

## 11. Cookies

### 11.1 What are cookies?

Cookies are small text files used by websites to optimise the users' experience.

According to the law, we may place cookies on your device if they are absolutely necessary to ensure the supply of the services specifically requested by you. For the use of all other types of cookies, we are required to obtain your consent.

Berlingske Media A/S uses cookies to adapt content and advertisements, show you functions on social media and analyse the traffic. Our partners within social media, advertising and analyses may also collect information about your use of the website for the purpose of targeting advertising. Our partners may combine these data with other information which you have provided or which they have collected through your use of their services.

When you accept cookies, you also consent to the use by Berlingske Media and third parties of cookies on domain in question.

You may always withdraw your consent by clicking on the "Cookie Declaration" on the relevant website or by deleting your cookies in accordance with the guidance in item 11.3 below.

### 11.2 How long do we store cookies?

The cookies placed on your unit will be stored for a varying number of months from the last time you visited one of Berlingske Media's websites. Each time you revisit a website, the period will be extended. These cookies are deleted automatically upon their expiry. Below you can read how to delete cookies.

### 11.3 How do you avoid cookies?

If you do not want cookies, you can block all cookies, delete existing cookies from your hard disk or receive a warning before a cookie is placed. [Click here for guidance on how to set this up in your browser/on your smartphone.](#)

Please note that the guidance has been prepared for the majority of browsers and smartphones, but some types are not mentioned.

You can always use the help function in your browser for more information on cookie settings. This is typically done by pressing "F1" on your computer. Search for "cookies".

### 11.4 Cookies from our business partners

Berlingske Media also has a number of business partners who also place cookies – so-called third-party cookies.

Such third-party cookies may be placed by our advertisers, media agencies, advertising networks and other service providers (such as Facebook, AddThis).

The purpose of such cookies is to ensure the provision of targeted online advertisements and to make it possible to log in and share, for example, articles on the relevant business partners' websites. During questionnaire surveys, analyses and similar activities, cookies are placed to register your replies and to

prevent you from being served the same questionnaire again.

Berlingske Media's business partners are separate data controllers with regard to the collected data. The cookie declaration on each individual website specifies the partners collecting data.

#### 11.5 Registration of adblockers

Berlingske Media shows you advertisements in order to be able to continue to offer you your usual content. Berlingske Media, therefore, uses cookies to check whether you have installed or use browser extensions preventing advertisements from being fetched and displayed on Berlingske Media's websites (a so-called "adblocker"). In this context, it will be a script that detects whether you have installed or use an adblocker.

## 12. Contact details and right to complain

If you have any questions, comments or complaints relating to Berlingske Media's personal data processing, you are welcome to contact:

Berlingske Media  
Pilestræde 34  
DK-1147 Copenhagen K  
Att.: Data Protection Officer  
[persondata@berlingskemedi.dk](mailto:persondata@berlingskemedi.dk)

Complaints may also be addressed to the Danish Data Protection Agency, or public authority in your home country. The updated contact address for the danish authority is available at [www.datatilsynet.dk](http://www.datatilsynet.dk).

Any amendments to this policy are announced by the publication of the new terms and conditions on our website.

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