

# Ellab - GDPR Privacy Policy

Last Modified: June 20, 2023



This document informs you of Ellab A/S ("us", "we", or "our") policies regarding the collection, use, and disclosure of personal data when you use our digital services, including but not limited to [www.ellab.com](http://www.ellab.com), (the "Service") and the choices you have associated with that data. We use your data to provide and improve the Service, and by using the Service, you agree to the collection and use of information in accordance with this policy.

## Contact Us

For any questions about this Privacy Policy, please contact us by email [info@ellab.com](mailto:info@ellab.com) or by mail to Ellab A/S, Trollesmindealle 25, 3400 Hillerod, Denmark.

## Legal Basis for Processing

In accordance with Article 6 of the General Data Protection Regulation (GDPR), the legal basis for processing your personal data includes:

Article 6(1)(a): Your consent to the processing of your personal data for one or more specific purposes.

Article 6(1)(b): Processing is necessary for the performance of a contract to which you are a party or in order to take steps at your request prior to entering into a contract.

Article 6(1)(c): Processing is necessary for compliance with a legal obligation to which we are subject.

Article 6(1)(f): Processing is necessary for the purposes of the legitimate interests pursued by us or by a third party.

## Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you. Personal identifiable information may include, but is not limited to: first name and last name, phone number, and address, as well as Usage Data such as the pages of our Service that you visit.

## Cookies & Tracking

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information. However, you can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. If you do not accept cookies, our Service will remain fully operational as it's not dependent on additional cookies.

## Use of Data

Ellab A/S uses the collected data for various purposes such as providing and maintaining the Service, notifying you about changes to our Service, providing customer care and support, providing analysis or valuable information so that we can improve the Service, monitoring the usage of the Service, and detecting, preventing and addressing technical issues.

## Processing of Personal Data for Marketing Activities

We may process your personal data for the purpose of sending you newsletters and conducting other marketing activities. This processing is based on your consent. You have the right to withdraw your consent at any time.

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## Transfer of Data

Your information, including Personal Data, may be transferred to – and maintained on – computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

Such transfers are carried out in compliance with the EU Commission Standard Contractual Clauses, which provide adequate safeguards for the protection of your personal data. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and in compliance with these clauses.

## Disclosure of Data

Ellab A/S may disclose your Personal Data in the good faith belief that such action is necessary to comply with a legal obligation, protect and defend the rights or property of Ellab A/S, prevent or investigate possible wrongdoing in connection with the Service, protect the personal safety of users of the Service or the public, or protect against legal liability.

## Security of Data

The security of your data is important to us. We have implemented robust security measures to prevent unauthorized access, disclosure, alteration, or destruction of data. These measures include encryption of all data transmitted to and stored in our servers, strict access control measures, regular security audits, regular data security training for all Ellab employees, and a comprehensive incident response plan.

## Your Data Protection Rights

Every user is entitled to specific data protection rights, including the right to access, rectification, erasure, restrict processing, object to processing, and data portability. If you would like to exercise any of these rights, please contact us at [info@ellab.com](mailto:info@ellab.com).

## Service Providers

We may employ third-party companies and individuals to facilitate our Service, to provide the Service on our behalf, or to perform Service-related services. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

We work with third-party Service Providers such as Google Analytics, Google Ads, LinkedIn, and Salesforce to monitor and analyze the use of our Service. These services assist us in understanding the interactions of users with our Service, enabling us to refine and improve our offerings based on these insights.

## Google Analytics and Google Ads

Google provides us with analytics and advertising services. Google Analytics helps us understand how users interact with our Service by tracking and reporting on website traffic. Google Ads, on the other hand, allows us to tailor our advertising to ensure it's relevant and engaging for our users. Google may use the collected data to contextualize and personalize the ads of its own advertising network. If you prefer, you can opt-out of sharing your activity on our Service with Google Analytics by installing the Google Analytics opt-out browser add-on.

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## LinkedIn

LinkedIn provides us with valuable insights into our users' professional networks and interests, and helps us to improve our marketing efforts. Any data collected by LinkedIn is anonymized and doesn't personally identify you.

## Salesforce

We utilize Salesforce services, for marketing automation. This helps us understand how our users interact with our marketing materials, and enables us to provide more personalized experiences.

## Links to Other Sites

Our Service may contain links to other sites not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. Please note that we do not control and are not responsible for the content, privacy policies, or practices of any third-party sites or services.

## Children's Privacy

Our Service does not address anyone under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

## Right to File a Complaint

In accordance with Article 77 of the GDPR, you have the right to file a complaint with the Danish Data Protection Agency if you believe that our processing of your personal data infringes the GDPR.

## Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Should any changes occur, we will inform you by posting the new Privacy Policy on this page. We encourage you to review this Privacy Policy periodically to stay informed about any changes. Changes to this Privacy Policy come into effect when they are posted on this page.

For further details, refer to document "[Ellab - GDPR Compliance for Digital Marketing and Web Service](#)"