

Maternity Foundation Privacy Policy

Maternity Foundation is committed to protecting your privacy. This policy explains how we collect and use your personal information via online platforms or phone, e-mails, letters or other correspondences. By using our website, any of our services, or providing us with any personal information, you agree to your information being used and disclosed in the ways described in this policy. The EU General Data Protection Regulation (GDPR), effective from May 2018, provides all EU citizens better rights and measures for protection of their personal data to minimize the risk of theft and fraud.

These regulations include provisions for the following areas:

- The right to be informed: Organizations must publish a privacy notice explaining transparently how they use personal data.
- The right to access: Individuals have the right to demand details of any of their data that an organization may hold. This information must be provided within one month of request at no charge to the individual.
- The right to rectification: If a person's data is incorrect or incomplete, he or she has the right to have it corrected. If the organization that holds the information has passed any of it to third parties, the company must inform the third party of the correction as well as to inform the person which third parties have their personal data.
- The right to be forgotten: In specific circumstances, a person may request the removal of his or her personal data.
- The right to restrict processing: Under certain circumstances, an individual can block the processing of his or her personal data.
- The right to data portability: A person can access their data for their own use anywhere they prefer.
- The right to object: A person can object to the use of their personal data for most purposes. We operate our data protection in compliance with Danish Law for Personal Data Protection.
- Specification for a personal information management system.

Kommenterede [MF1]: Det er lidt et underligt ord at bruge. Kunne man sige The right to remove data?

Kommenterede [MF2]: Det virker som en ufærdig sætning? Jeg forstår den i hvert fald ikke.

Our core principles regarding user privacy and data protection:

- User privacy and data protection are inviolable human rights
- We have a duty of care to people included within our data
- Data is a liability: it should only be collected and processed when absolutely necessary
- We despise spam in all its forms
- We will never sell, rent or otherwise distribute or make public any personal information



Relevant legislation

Alongside our business and internal computer systems, Maternity Foundation's website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- Databeskyttelsesloven, Denmark 2018
- EU General Data Protection Regulation 2018 (GDPR)

This site's compliance with the above legislation, all elements of which are stringent in nature, means that this site is likely compliant with the data protection and user privacy legislation set out by many other countries and territories as well. If you are unsure about whether this site is compliant with your own country of residences' specific data protection and user privacy legislation, please contact [Camilla Søderberg](#).

Kommenterede [MF3]: Add contact information

2. Data Protection Act

In carrying out our day-to-day activities, we process and store personal information relating to our users, and we are therefore required to adhere to requirements of the Data Protection Act of 1998. We take our responsibilities under this act very seriously, and we ensure that the personal information we obtain is held, used, transferred and otherwise processed in accordance with the Data Protection Act and all other applicable data protection laws and regulations.

3. This website collects and uses personal information for the following reasons:

3.1 Site visitation tracking

Like most websites, this site uses Google Analytics to track user interaction.

We use this data to determine the number of people using our platforms to better understand how they find and use our websites and to monitor their journey on the platforms..

Although Google Analytics records data such as your approximate geographical location, device, internet browser and operating system, none of this information personally identifies you to us.

Google Analytics records your computer's IP address, which could be used to personally identify you, but Google does not grant us access to this. We consider Google to be a third-party data processor (see section 6.0 below).

Google Analytics makes use of cookies, details of which can be found on Google's developer [guides](#).

Kommenterede [MF4]: Guidelines?

Disabling cookies on your internet browser will stop Google Analytics from tracking any part of your visit to pages within this website.

3.2 Forms

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We use online forms to help you contact us, to receive donations, and for our member to sign up for newsletters and memberships. The information collected by these forms is sent to us via email and stored in the website's database **long enough to enable us to manage our processes.**

Kommenterede [MF5]: Hvad betyder det?

If the form includes any kind of payment, some information will be passed onto third-party data processors, Mobile Pay or Danske Bank (see section 4 below).

We delete **any information** when it is no longer needed.

Kommenterede [MF6]: Any personal information?

3.3 Email newsletter

If you choose to join our email newsletter the email address that you submit to us will be stored in Mailchimp, which we use for email marketing. We consider Mailchimp to be a third-party data processor (see section 5 below). Your email address will be stored within this website's own database but not in any of our internal computer systems.

Your email address will remain within the Mailchimp database on our website for as long as we continue to use this platform for email marketing or until you specifically request removal from the list.

You can do this by following the unsubscribe links contained in any of our email newsletters or by requesting removal via email. When requesting removal via email, please send your email to us using the email account that you subscribed to the mailing list with.

4. Credit, Debit card payment information

We use Third parties in Denmark to process personal payment data on our behalf. The third parties we use are Mobile Pay and Danske Bank.

We do not retain any financial information you may submit as part of the purchasing process.

Mobile Pay monitors every transaction 24/7 to prevent fraud, email phishing, and identity theft. Every transaction is heavily guarded behind Mobile Pay's advanced encryption. If something appears suspicious, Mobile Pay's dedicated team of security specialists will identify suspicious activity and help protect you from fraudulent transactions.

5. Information sharing and disclosure

We will not sell or swap your information with any third-party.

We may share your information with our data processors. These are trusted partner organizations that work with us in connection with our organization's purpose. All of our trusted partners are required to comply with data protection laws and are only allowed to process your information in strict compliance with our instructions. We will always make sure that appropriate contracts and control measures are in place, and we regularly monitor all our partners to ensure their compliance.



We may disclose your personal information to third parties if we are required to do so through a legal obligation (for example to the police or a government body); to enable us to enforce or apply our terms and conditions or rights under an agreement; or to protect ourselves, for example in the case of suspected fraud or defamation.

We do not share your information for any other purposes.

6. The accuracy of your information

We aim to ensure that all information we have on you is accurate and, when necessary, kept up to date. If any of the information we have on you is inaccurate, and if either you advise us or we become otherwise aware of this, we will ensure that it is amended and updated as soon as possible.

7. Storing your information

Although most of the information we store and process stays in Denmark, some information may be transferred to countries outside the European Economic Area. This may occur if, for example, one of our trusted partners' servers are located in a country outside the EU. These countries may not have similar data protection laws to the EU however, we will take steps with the aim of ensuring that your privacy continues to be protected as outlined in this privacy policy.

We will keep your information for as long as required to enable us to operate our services, but we will not keep your information for any longer than necessary. We will take into consideration our legal obligations and tax and accounting rules when determining how long we should retain your information. When we no longer need to retain your information, we will ensure that it is securely disposed of at the appropriate time.

8. Our website

Our website uses cookies to track information about how people are using it. More information on cookies can be found below.

For all areas of our website which collect personal information, we use a secure server. Although we cannot 100 per cent guarantee the security of any information you transmit to us, we enforce strict procedures and security measures to protect your information and prevent unauthorised access.

Our website contains links to other websites belonging to third parties, and we sometimes choose to participate in social networking sites including but not limited to You Tube and Facebook. We may also include content from sites such as these on our website, however, we do not have any control the privacy practices of these other sites. You should make sure when you leave our site that you have read and understood the other site's privacy policy in addition to our own.

9. Cookies

Kommenterede [MF7]: Kan man godt sige det, rent juridisk? Jeg ville nærmere sige "We enforce strict procedures and security measures to protect your information and prevents unauthorised access to the highest extent possible" eller noget lignende

Kommenterede [KHU8]: Gør I det?

Kommenterede [MF9R8]: Ja

Kommenterede [MF10R8]:

What are cookies?

Cookies are small text files that are stored on your computer by websites that you visit. They are widely used to make websites work, or work better, as well as to provide user and traffic information to the owners of the site. A cookie often contains a unique number, which can be used to recognize a user and or device that has previously visited the site.

Your rights

Our cookies do not store financial information or information capable of directly identifying you (such as your name or address). You have the right to choose whether to accept these cookies. You can exercise this right by amending or setting the controls on your browser to reflect your cookie preferences. However, please note that if you choose to refuse cookies, you may not be able to use the full functionality of this website.

Changing your cookie preferences

The “Help” menu in the toolbar of most web browsers will tell you how to change your browser’s cookie settings, including how to have the browser notify you when you receive a new cookie, and how to disable cookies altogether. An online guide is available if you have difficulties trying to change your browser settings.

Cookie terminology

We have classified our cookies into two broad types – ‘first party cookies’ and ‘third party cookies’:

We use Google Analytics cookies, which help us monitor the site and improve it to make your experience better.

We also use some social media cookies, which allow you to interact with our website through various social media platforms such as Facebook, Twitter, Instagram and Youtube.

Our content management system will also set cookies without which the site could not function.

In addition, cookies may be either ‘session cookies’ or ‘persistent cookies’. Your computer automatically removes session cookies once you close your browser. Persistent cookies will survive on your computer until an expiry date specified in the cookie itself is reached.

We do not use third party cookies that track your usage of this and other websites for the purpose of advertising.

10. Data breaches

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data, the organization shall promptly assess

Kommenterede [KHU11]: Har I det?
Kommenterede [MF12R11]: Det ved jeg ikke – hvordan er de defineret?

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the risk to people's rights and freedoms and if appropriate report this breach to the Danish Authorities.

11. Changes to the policy

This policy replaces all previous versions and is correct as of the date at the end of this web page. We will regularly review and update this Privacy and Data Protection Statement and will update, modify, add or remove sections at our discretion. Any changes will be notified to you on this page. Your continued use of our website, any of our services and/or the continued provision of personal information after we have posted the changes to these terms will mean that you are in agreement with those changes.

Kommenterede [MF13]: Bottom?

Kommenterede [KHU14]: Er ikke helt sikker på hvad der menes med sætningen?

12. Your rights

You have the right to:

- Request a copy of the information we hold about you;
 - Update or amend the information we hold about you if it is wrong;
 - Change your communication preferences at any time;
 - Ask us to remove your personal information from our records;
 - Object to the processing of your information for marketing purposes; and
 - Raise a concern or complaint about the way in which your information is being used.
- If you wish to learn more about your rights or obtain a copy of the information we hold about you, please contact our Data Controller Camilla Søderberg at:

Kommenterede [MF15]: Hold about lyder meget dansk. Er der en mere korrekt måde at sige det på?

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