

Privacy Policy of Samplix ApS concerning processing of personal data on <https://samplix.com>.

## 1. PROTECTION OF PRIVACY

This privacy policy describes how we process data on the website [samplix.com](https://samplix.com) (the "Website").

Samplix takes the processing of your personal data very seriously. We ensure a reasonable and transparent processing in accordance with the rules on processing of personal data, including GDPR.

## 2. DATA PROTECTION RESPONSIBILITY AND CONTACT DETAILS

Samplix is the controller in respect of the processing of personal data collected by Samplix on the Website. If you have any questions concerning the processing of your personal data, contact us:

Samplix ApS  
Bregnerødvej 96  
3640 Birkerød  
info@samplix.com  
Phone: (+45) 82 30 45 00

## 3. TYPE OF DATA PROCESSED

We will process the following personal data:

**General personal data** such as:

- Contact details, including name, address, phone number, email address, and organization
- Questions uploaded or sent to us
- Consent to the receipt of our newsletter
- IP-address and online identifiers (if a visitor has consented to cookies on the website)

Please see our cookie policy for more information on the use of cookies.

All data is received directly from visitors to the website.

## 4. PURPOSE AND LEGAL BASIS

The purposes and legal basis of our processing of your personal data are as follows:

- To answer questions put to us  
The processing for this purpose is justified by our legitimate interests in communicating with our customers pursuant to Article 6(1)(f) of the GDPR.
- To document the collected consent when you sign up to a newsletter  
The processing for this purpose is necessary for compliance with a legal obligation to which the controller is subject pursuant to Article 6(1)(c) of the GDPR.

- To create statistics and measure the traffic on the Website  
The processing for this purpose is justified by our legitimate interests in improving our services pursuant to Article 6(1)(f) of the GDPR.

## 5. CATEGORIES OF RECIPIENT

In accordance with the purposes described above, we use data processors such as Google Analytics and Salesforce.

## 6. DELETION

Personal data are only stored as long as necessary for the purpose of processing.

## 7. RIGHTS

To exercise the rights detailed below, please contact us using the contact details listed above.

- **Right of access:** You are entitled to have access to the personal data processed and a number of additional points of information. However, the right of access may not infringe other persons' rights and rights of freedom.
- **Right of rectification:** You are entitled to have incorrect personal data rectified.
- **Right of deletion:** In special situations, you are entitled to have personal data deleted before our general deletion takes place.
- **Right of restriction of processing:** In certain situations, you are entitled to have the processing of your personal data restricted. If you are entitled to such restricted processing, we may only process your personal data - except for storage - with your consent, for the purpose of establishing, exercising or defending a legal claim or to protect a person or important public interests.
- **Right of data portability:** You are entitled to data portability if our processing of your personal data is based on your consent or an agreement, and the processing takes place automatically. This right implies that you are entitled to have your personal data forwarded in a structured, generally applied and machine-readable format, which you are entitled to transfer to another service provider.
- **Right of objection:** In certain situations, you are entitled to object to our legal processing of your personal data.
- **Right of withdrawal of consent:** If our processing is based on your consent, you are entitled to withdraw your consent wholly or partly. The withdrawal of your consent will not affect the lawfulness of the processing made by us until your consent is withdrawn. Withdrawal of your consent will thus only be valid from that point in time.

For more information on these rights, see the Danish Data Protection Agency's guidelines describing the data subject's rights.

## 8. COMPLAINTS

To complain about our processing of personal data, contact the Danish Data Protection Agency:

**The Danish Data Protection Agency**

Address: Borgergade 28, 5., DK-1300 Copenhagen K

Email: [dt@datatilsynet.dk](mailto:dt@datatilsynet.dk)

Telephone no.: + 45 33 19 32 00

Website: [www.datatilsynet.dk](http://www.datatilsynet.dk)