

Vester Planroom Track, Privacy Policy

Updated Dec 13, 2016

This Privacy Policy describes what information Vester Kopi and certain third parties gather, how we collect it, our information sharing practices, how users may change the way their information is collected, and more.

What we collect:

Part 1 - 'Personal Information':

Personal Information generally means information which might reasonably be used to specifically identify you and may include information such as your name, Zip-code/ geographical location, email, gender, age and occupation (company name). We collect such personal information when you provide it to us, such as when you:

- Registration of user account on Vester Planroom IKT, Vester Planroom Track and associated services
- Otherwise communicate with us

Several of the services that we offer require registration as a condition of use. We may also receive personal information about you from other sources and add it to the information you have provided us.

Please note that Vester Kopi is not responsible for the information you volunteer about yourself. We discourage users from posting personally identifiable information on any sites or services available for the public in this fashion, and any personally identifiable information you post to other sites or services than those controlled by Vester Kopi are not covered by this Policy.

You can change your private information that we collect from you during registration of user data on Vester Planroom, at any time via your account in Vester Planroom.

Part 2 - Other Information We Collect:

Web Beacons are electronic files that allow a web site to count users who have visited that page or to access certain cookies. When you receive email messages or newsletters from us, we may use web beacons, customized links or similar technologies to determine whether the e-mail

has been opened and which links you click in order to provide you more focused e-mail communications or other information.

Cookies are small text files that are placed on your hard disk by a Web page server. Cookies contain information that can later be read by a Web server in the domain that issued the cookie to you. Cookies cannot be used to run programs or deliver viruses to your computer.

Third Parties. To improve the quality of some of our services, we may supplement the information we collect with information from third parties. For example, when you access Vester Planroom through a third-party connection or log-in, we may collect your email, name and ZIP code associated with that third-party service, or any information you have entered during this registration process and that third-party shares with us.

What We Provide to Third Parties:

Vester Kopi does not share any personal information gathered with any third party.

What Third parties and Vester Kopi might collect:

Statistics. Vester Kopi and some of our third-party services collect information when you use the apps, such as number of downloads, page hits, links and others. Often, these third-party magazine services employ cookie, pixel tag and other technologies to measure the effectiveness of Vester Planroom and to create a record of interaction with Vester Planroom content that they use in conjunction with us for reporting app downloads, statistics, data and/or other activities in our apps.

The specific providers we use are subject to change. As of the date of the posting of this policy, some of the current providers include Apple, Google Play, and Google Analytics.

What Vester Kopi does with the Information it collects:

Personal Information. How we use personal information is described in the Section *What We Provide to Third Parties*.

Emails. We use email addresses to send notifications about changes in documents and data on Vester Planroom, to offer services or products (and as set forth in the Section *What We Provide to Third Parties*). Any recipient will be able to unsubscribe from receiving these emails.

Other Information:

Statistics: We use traffic information and usage data to generate statistics about the use of our magazines as described in the section *What We Provide to Third Parties*.

We store page views and clicks separately from your contact information or other data that directly identifies you (such as your name, e-mail address) which we obtained as described above under *Personal Information*.

We will engage third party providers to assist with the collection, storage and segmentation of this Online Data; and the providers are required to maintain the confidentiality of this information. These efforts do not result in the collection of personally identifiable information such as name or address.

This data is not sold or transferred to any third party. Except as may be set forth elsewhere in this policy, this Online Data is retained for not more than 5 years after which it shall expire except in certain situations when the same user subsequently visits one of our sites or a partner's site in which event the 5 year period will commence again.

How You Can Change or Control what is Collected:

Your Subscription Information. You can correct or change your app subscription information and your preferences online in Vester Planroom.

Other Useful Information Regarding Your Privacy:

Change of Ownership of Vester Planroom. Some or all personal information maintained by Vester Kopi may be subject to transfer to another company or institution in the event of a change of ownership of Vester Planroom. We believe we use reasonable precautions to keep the personal information you disclose to our apps secure and to only release this information to third parties that share our commitment to privacy. However, we cannot guarantee there will not be a breach and we are not responsible for any breach of security or for the actions of any third parties.

Children. Vester Kopi apps are not intended for use by children, especially those under 13. No one under age 13 should provide any personal information. If, notwithstanding these prohibitions, your children disclose information about themselves in our apps or services,

consequences may occur that are not intended for children (e.g., they may receive unsolicited messages from other parties).

Links to Other Sites. Vester Kopi apps may contain links to other sites whose information practices may be different from ours. We do not have control over the information that is submitted to, or collected by, these third parties. You should consult the privacy policy of these other sites to learn how your privacy is protected.

Compliance with Law and Other Terms. Subject to applicable law, we reserve the right to release information concerning any user of our sites or services when we have grounds to believe that the user is in violation of our Terms of Use or other published guidelines or engages in (or we have grounds to believe is engaging in) any illegal activity, and to release information in response to court and governmental orders, other enforceable requests from government entities, civil subpoenas, discovery requests and otherwise as required by law.

We also may release information about users when we believe in good faith that such release is required to protect the rights, property, safety or security of Vester Kopi, any of our users or the public, or to respond to an emergency.

Please visit our Terms of Use page for more information concerning your use of Vester Kopi websites and other services. Terms of Use are incorporated by reference into this Privacy Policy.

Changes to the Privacy Policy We may change this Privacy Policy from time to time, and all changes will be effective at the time we post them. If we believe there is a significant change, we may indicate on our sites that our Privacy Policy has changed. The then-posted version of the Privacy Policy supersedes all prior versions. Your continued access to or use of any of our sites shall be deemed your acceptance of the Privacy Policy.

We urge you to come back to this web page and review this Privacy Policy regularly so that you remain aware of the terms and conditions that apply to you.

Questions? If you have any questions on our Privacy Policy, you can contact us at support@planroom.dk or at tel.: +45 33 27 88 77; be sure to include *Privacy Policy* in the subject line.