

# PRIVACY POLICIES

Your privacy is important for us. This privacy policy explains what personal information we collect from you and how we use it. We encourage you to read the summaries below. This privacy policy is valid for all Green Chem-up web pages, including [www.greencchemup.com](http://www.greencchemup.com) and other related Green Chem-up pages (hereafter called web pages).

## 1. Collection of data: what type of data do we collect?

When you give your active consent to us, we at Green Chem-up (data controller) will collect and analyse personal data to be able to:

- Construct a profile of you with the goal of better understanding how we can send you information that's valuable to you
- Improve and develop the information and offers available for you at our web pages
- Store personal data in order for us to understand a historical context relating to the business relationship
- Construct profiles to be able to identify customers
- Provide customer service

The information we collect includes the following:

- Basic information like your name, position and title, employer, and contact details (e-mail and phone)
- Information on the customer relationship: marketing permissions, historical orders and contact with customer support
- Information relating to your use of our technical platforms (all Green Chem-up BioKeram digital channels), like what device (PC/phone/tablet), IP address, operating system, web browser, screen size etc.)
- Position within the company
- Information of your activity on our web pages, including web browser configuration and IP address  
You are not forced to place personal information at our digital platforms, but if you do not you may find a reduced number of our services available to you.

Our channels are not meant for, nor targeting children under the age of 13. We are not consciously storing any person data on children under the age of 13, if you believe we do so please contact us (see "what choices do you have about your personal data" for more information).

## 2. How do we collect information (navigational information)?

### ***Submission forms***

Throughout the web platforms of Green Chem-up (data controller), the web pages, we also collect information based on submission forms. These forms are voluntary to fill out, but if you do not want to give a way information in these forms, your ability to download certain information from our web pages may be limited.

Examples of these forms are:

- Contact forms
- Downloading documents
- Signing up for webinars or other activities
- Subscribing for our blog services and newsletters

### ***Log files***

We may also collect information through log files. This is information related to your operating system, software, and your visit on our web sites. Examples of these are:

- Web browser
- IP address
- Domain name
- Internet provider
- Set of files (HTML sites, graphics)
- Operating system

- Access time
- The site in which you entered Green Chem-up BioKeram web pages from

### **3. How do we use the information we collect?**

Green Chem-up use the collection of data with the purpose of storing it, construct a profile of you, and analyse your personal data to provide better services to you. This can include the following:

#### ***Deliver services to you***

- Delivering content when you have required it, for example through e-mail when you have signed up for our newsletters, product information or blog subscription
- E-mail newsletters
- E-mail blog updates
- E-mail webinar sign-up
- E-mail news information
- E-mail with downloads available
- Web page downloads based on our analysis of your data
- Identification of customers
- Invoicing
- Customer service

#### ***Development and analysis***

We are processing your personal data to develop and improve our services and our digital channels

#### ***Sales & Marketing***

- Creating target groups for marketing purposes
- Personalizing your experience on our web pages through delivering targeted content at designated times on our web pages
- Creating target groups for our marketing
- Marketing activities, like blog post updates, newsletters and other direct marketing efforts when this is given an active consent to by you or allowed for by the applicable law
- Conduct analysis against social channels to be able to communicate with you on these channels
- Market and marketing analyses

#### ***Compliance with law***

- We are processing personal data when required by applicable laws, for instance accounting and providing of information when required by authorities

#### ***Security of information and misuse of services***

- We may process personal data to ensure increased security in our digital channels. We may also process personal data to unveil misuse or misconduct on our digital channels

#### ***Other purposes***

We can also use other data you provide to us, given that you have given your direct consent.

### **4. What choices do you have about your personal information?**

You have the following rights regarding your personal data:

- Know what personal data we have stored on you
- Require that wrong, unnecessary data, lacking data or out of date information is corrected or removed
- Opt out and withdraw your active consent (please note that this action may limit our ability to provide our full services to you)
- Deactivate collection of data by Google Analytics

Our goal is to give you simple and meaningful choices over your information. If you have given us personal information, you can contact us at [greenchemup@gmail.com](mailto:greenchemup@gmail.com) if you want to do one or more of the following:

- Opt-out of any information update service from Green Chem-up
- Erase your personal data stored within our system
- Receive the personal data we have stored on you in our system

### **5. We never sell your personal information**

When you give your active consent to this privacy policy, you give Green Chem-up (data controller) acceptance for sharing personal information with its business partners. This is limited to the distributors of Green Chem-up (data controller). The information shared are e-mail address, phone number, name, position and company, and the profiling we have constructed of you. This is to enable our business partners to provide better service to you and to better provide sufficient customer and customer prospect support.

Green Chem-up (data controller) will not be sharing your personal data to third parties that are not business partners of the company. Green Chem-up (data controller) will neither selling the personal information to third parties, only store it for analytical purposes, communication purposes and profile building purposes.

## **6. How do we make changes to this policy?**

When we do changes to our privacy policy, we will notify you in the following ways:

- By sending you an e-mail with information about the update and asking for your active consent
- By providing you with information when you are visiting our website, asking for your active consent

## **7. How, and how long do we store information on you?**

Green Chem-up (data controller) collects, store your information.

We are storing the personal data for the period of time it takes to fulfil the tasks in section 3.

The data is stored as long as you have an active relation to us, meaning; being a customer, have agreed to receive marketing information from us, actively engaged with us on social channels, digital platforms or digital forms. The relationship is deemed active if it has been so within the last 24 months.

## **8. Security of your personal information**

Our web pages are encrypted with SSL (Secure Socket Layer), ensuring that personal information you provide us with on these web pages are secured. The security measures also include protected software systems, protected hardware and offices and personnel. We are actively doing risk analyses with subsequent risk mitigations if necessary.

## **9. Disclosure of Data**

Green Chem-up (data controller) will not disclose your personal data outside of Green Chem-up (data controller) or its controlled subsidiaries and affiliates except (1) as you direct, (2) as described here or in your agreement(s) or (3) as required by law.

Green Chem-up (data controller) will not disclose your personal data to law enforcement unless required by law. Should law enforcement contact Green Chem-up (data controller) with a demand for your personal data, Green Chem-up (data controller) will attempt to redirect the law enforcement agency to request that data directly from you. If compelled to disclose your personal data to law enforcement, then Green Chem-up (data controller) will promptly notify you and provide you a copy of the demand unless legally prohibited from doing so.

Upon receipt of any other third-party request for your personal data (such as requests from customer's end users), Green Chem-up (data controller) will promptly notify you unless prohibited by law. If Green Chem-up (data controller) is not required by law to disclose your personal data, Green Chem-up (data controller) will reject the request. If Green Chem-up (data controller) is compelled to disclose the requested information, Green Chem-up (data controller) will attempt to redirect the third party to request your personal data from you.

Except as customer directs, Green Chem-up (data controller) will not provide any third party: (1) direct, indirect, blanket or unfettered access to your personal data; or (2) any kind of access to your personal data if Green Chem-up (data controller) is aware that such data is used for purposes other than those stated in the request.