

**PRIVACY POLICY**  
**NYBORG & RØRDAM LAW FIRM**

This privacy policy describes how Nyborg & Rørdam Law Firm ("Nyborg & Rørdam", "we" or "us") processes personal data in connection with the use of our website and marketing.

**Data controller and contact details**

Nyborg & Rørdam is the data controller of the personal data we process. Our contact details are:

Nyborg & Rørdam Advokatfirma P/S  
Company registration (CVR) no. 35 47 11 97  
Store Kongensgade 77  
1264 København K  
Tel. +45 33 12 45 40  
[www.nrlaw.dk](http://www.nrlaw.dk)  
[Privacy@nrlaw.dk](mailto:Privacy@nrlaw.dk)

**Website**

Through cookies we collect personal data regarding the use of our website [www.nrlaw.dk](http://www.nrlaw.dk), including the IP addresses of visitors. The purpose of the processing of personal data is aimed at communication with the users as well as the operation of our website so that it functions smoothly and is regularly updated. We also carry out statistics which may be used to improve the design of our website. We use Google Analytics to measure the traffic. You can read more about cookies, the purpose of cookies and deletion/blocking of cookies in our Cookie Policy on [www.nrlaw.dk](http://www.nrlaw.dk).

**Marketing and Newsletters**

We use personal data for marketing-related activities, including in order to target our communication to you, and when sending newsletters.

For the purpose of marketing and sending newsletters we only process general personal data, including contact details such as name and email. We may also register in which language you wish to receive our material.

Through this information Nyborg & Rørdam keeps up to date with the extent and type of recipients of our newsletters which we use inter alia to improve and target our communication with our clients and other visitors to our website. You can subscribe and unsubscribe to our newsletters on our website.

You are entitled to object to our processing of your personal data for direct marketing at any time. In such case we will cease to process your personal data for that purpose.

### **The legal basis for processing of personal data**

The legal basis for our processing of your personal data in connection with the above purposes is the balancing of interests rule in article 6(1)(f) of the General Data Protection Regulation ("GDPR"). The legitimate interests pursued by us are our interest in optimizing the operation of our website and our marketing interest as well as our interest in targeting the material we send.

### **Retention of your personal data**

We will retain your personal data as long as is necessary to fulfil the purpose of our processing.

If you have subscribed to our newsletters, we will retain your personal data as long as you wish to receive the material and for a subsequent period of up to two years. If we have collected publically available information about you in order to carry out marketing-related activities, we will retain the material as long as the activity in question is ongoing and for a subsequent period of up to two years.

### **Recipients and third country transfers**

We will treat your personal data confidentially. Generally, we do not disclose personal data to third parties, but see below.

The personal data may be disclosed to external service providers, including data processors, assisting Nyborg & Rørdam in the running of our Law Firm business.

In connection with hosting of our website personal data may be transferred to countries outside the EU/EEA. This includes secure third countries which, as decided by the European Commission, have an adequate level of protection pursuant to article 45(1) and article 45(3) of the GDPR, or other third countries, who have provided the adequate safeguards in accordance with article 46(1) and (2)(c) of the GDPR through standard

contractual clauses on data protection adopted by the Commission.

### **Your rights**

If Nyborg & Rørdam has registered your personal data, you have the following rights:

- The right to request access to the personal data we process about you
- The right to rectification of incorrect information
- The right to object to the processing
- The right to withdraw your consent to processing of your personal data (with effect for the future)
- The right to receive, in a commonly used machine-readable format, the personal data provided by you
- The right, in some cases, to have your personal data deleted before the time when we generally delete information
- The right to lodge a complaint regarding our processing of your personal data

You are entitled to exercise your rights by contacting us on [privacy@nrlaw.dk](mailto:privacy@nrlaw.dk) or by phone on +4533124540.

You are entitled to lodge a complaint about Nyborg & Rørdam's processing of your personal data with the Danish Data Protection Agency. Read more on [www.datatilsynet.dk](http://www.datatilsynet.dk).