

Client relations - Kromann Reumert will process personal data about you for the purposes of establishing or cultivating our client relationship.

When	Types of personal data	Purpose	Legal basis	Retention period	Recipients
<p>CRM - Establishing or cultivating potential or existing relationships with clients, business partners, networks, etc.</p>	<p>Name, company, address, title, email address, telephone number, network in which the contact was established (if applicable), and, in certain cases, birthdays and anniversaries, etc.</p> <p>Typically, we will process data of this sort only if you choose to provide them to us voluntarily, e.g. as part of your email auto signature, on your business card, etc.</p> <p>We may also collect personal data about you from other sources - e.g. publicly accessible sources such as your employer's website, LinkedIn.com, CVR.dk, BIQ.dk, etc.</p> <p>In our marketing of events, etc., we may also use existing client lists and event lists of our network contacts. We will in that connection process company names from our client system and event lists and any data you may have shared on your</p>	<p>The purpose of our collecting, using and retaining the data is to obtain knowledge about you so that we can, for example, cultivate, nurture and maintain our relationship with you and your business.</p> <p>We will also use the data in our marketing and in our advertising of events and other activities.</p>	<p>The legal basis is the contract between Kromann Reumert and our client (see Article 6(1)(b) of the General Data Protection Regulation) and Kromann Reumert's legitimate interests, including the establishing and maintenance of client relationships (see Article 6(1)(f) of the General Data Protection Regulation).</p>	<p>Personal data will be retained as long as they are relevant to the existing or potential client relationship.</p>	<p>Kromann Reumert will not disclose your personal data to third parties, except where we are legally required to do so, e.g. in case of disclosure to public authorities.</p> <p>In connection with our targeted advertising of events, etc., we will only disclose company names on LinkedIn.</p> <p>You can read more about our use of social media here.</p>

	LinkedIn profile such as industry, position, geographical location, and seniority.				
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Participation in events	Name, email address, the event you participate in, and any other information you choose to share with us.	We will process such personal data for the purpose of administering the event and for security reasons, and for the purpose of sending you relevant material.	<p>The legal basis is the legitimate interests of Kromann Reumert (see Article 6(1)(f) of the General Data Protection Regulation).</p> <p>Depending on the event, catering may be served at the event. In this context, you will have the opportunity to let us know if there is anything you do not eat. The legal basis is the legitimate interests of Kromann Reumert (see Article 6(1)(f) of the General Data Protection Regulation).</p>	<p>Personal data will be retained for as long as they are necessary to fulfil the purposes for which they have been collected, and not longer.</p> <p>When your personal data are no longer necessary, e.g. if you are no longer active as a previous participant or if you have not been invited to other events for up to 2 years, we will ensure that your data are securely deleted.</p>	Kromann Reumert will not disclose your personal data to third parties, except where we are legally required to do so, e.g. in case of mandatory disclosure to your employer or to public authorities.

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<p>When you participate in events organised by or in collaboration with Kromann Reumert, we will take photos and videos for use in the marketing of Kromann Reumert, e.g. on the website and social media</p>	<p>Photos and videos.</p>	<p>Your personal data will be processed for the purpose of marketing Kromann Reumert and our services.</p>	<p>The legal basis is your consent or our legitimate interests (see Article 6(1)(a) and (f) of the General Data Protection Regulation).</p>	<p>Your personal data will be retained for as long as they are necessary to fulfil the purposes for which they have been collected, and not longer.</p> <p>When your personal data are no longer required, we will ensure that they are securely deleted.</p> <p>Photos and videos will be retained for as long as they are relevant for marketing purposes, e.g. similar events, and will be processed for a period of up to 2 years.</p>	<p>Kromann Reumert will publicly disclose your personal data on our website and social media.</p>
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<p>Participation in competitions</p>	<p>Name, email address, [date of birth], your answer in the relevant competition, and address, if relevant (of the winner)</p>	<p>We will process your personal data for the purpose of administering the competition, drawing the winner(s), etc.</p>	<p>The legal basis is our legitimate interests. It is our legitimate interest to satisfy your wish to participate in the competition in question, to be able to select the winner(s), and to administer the competition (see Article 6(1)(a) of the General Data Protection Regulation).</p>	<p>Data collected in connection with a competitions will be deleted after the end of the competition, unless you have given your consent that we may retain the data for other purposes. Subsequently, data about the winner of the competition will be processed for the purpose of sending the prize to the</p>	<p>Kromann Reumert will not disclose your personal data to third parties, except where we are legally required to do so, e.g. in case of disclosure to public authorities.</p>

				winner. Once the prize has been sent, the personal data on the winner will be deleted.	
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Creation of client relationship, including adding of matters in our internal client management system	Name, address, company, title and email address of client and of counterparties, if relevant.	<p>We will process the data for the purpose of establishing a client relationship and designating the relevant point of contact in the company, or the individual concerned, including for the purpose of matter and contract management as well as invoicing.</p> <p>In addition, we will process data about counterparties, if</p>	The legal basis is Kromann Reumert's legitimate interests, including the establishing of client relationships, matter and contract management, and timely and accurate invoicing (see Article 6(1)(f) of the General Data Protection Regulation).	Personal data will be retained for the life of the client relationship and for an additional period of 10 years, except where special circumstances require a shorter or longer retention period.	Kromann Reumert will not disclose your personal data to third parties, except where we are legally required to do so, e.g. in case of mandatory disclosure to your employer or to public authorities, or where we have obtained your written consent.

		relevant, in order to check for conflicts.			
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Compulsory money laundering checks	Name, home address, title, and passport and/or driver's licence data showing your civil registration (CPR) number.	The purpose of our processing of the data is to obtain documentation proving that we have performed money laundering checks in compliance with	The legal basis is Kromann Reumert's compliance with our legal obligation under the Danish AML Act in force from time to time (see Article 6(1)(c) of the General Data Protection Regulation).	Personal data will be retained throughout the term of the client relationship and for an additional period of five years as required by the Danish AML Act.	Kromann Reumert will not disclose your personal data to third parties, except where we are required to do so, for example to your employer or to public authorities, or where we have obtained your written consent.

		the Danish AML Act.	Civil registration (CPR) number will be processed where necessary for the purpose of unique identification and where required by law (see section 11(2)(i) of the Danish Data Protection Act).		
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Latest update: 14 November 2023.