

PERSONAL DATA POLICY

Most recently updated on 18 May 2021

Personal Data Policy for customers, newsletter recipients and users of PUBLIKUM Web-based platforms, including publikum.io.

This Personal Data Policy describes how PUBLIKUM (hereinafter "we" or "us") handles your personal data.

The Personal Data Policy concerns the personal information that you give to us when you, for example, request to receive our newsletter or when you participate in research, and the information that we collect when you visit our Web sites.

PUBLIKUM is owned by Will & Agency
Aps. Borgergade 24B, 2.

DK-1300 Copenhagen K
Danish CVR No.: 39391791

Data controller:

E-mail: data@willandagency.com

Collection and use of personal data

When you search on our Web site:

In order to improve your user experience and those services that we offer, we register information on how you as a user use our Web sites, and prepare statistics on this. The statistics are used only in a summary form, for example to see precisely which pages and browsers our customers are using the most. For further detail about this, please see our Cookie Policy [here](#).

In connection with this, we may collect the personal data listed below:

- Information on your browser behaviour on our Web pages
- Information on how in general you use our digital services, including operating system, IP address and browser details
- Your preferences

When you sign up for our newsletters:

In order for us to be able to send newsletters to you, we collect the following personal data:

- Name
- E-mail address

In connection with this, we collect the following:

- Information on which newsletters you open
- Information on what histories you click on
- Your preferences.

When you contact us, when we contact you, or when you participate in audience research:

In order to be able to answer your inquiries and the correspondence with you, we collect the personal information that you give when you are in contact with us, for example via E-mail, the Web site, telephone or social media:

- Name, username and E-mail address
- Information on E-mails and other digital communication that we send to you that you open, including those links in them that you click on.

When you participate in our audience research or panels:

If you choose to participate as a representative of the audience in our film surveys or choose to participate in our audience panel, we collect the following personal data:

- Name
- E-mail address
- Town and country you live in
- Your responses and input to surveys and panels
- Information on your film interests and cinema/film habits

We anonymise your information for parties other than our own researchers and delete it at the latest one year after completion of film project in which we have used it.

You may withdraw at any time from a project or panel. If you no longer desire to be a part of a project or panel, we delete your information.

Otherwise, we will delete your information when the survey has been completed or the panel disbanded.

In order to be able to deliver targeted marketing to you:

We would like to ensure that our marketing is relevant for you, including our online advertising and communications with you regarding film projects for which we are seeking a test audience.

We will thus perhaps combine and analyse the personal data we have on you, including information on film preferences, cinema habits, browser habits and search settings when you visit our Web site in order to determine whether there are film projects that you might be

interested in. In this way we can target our marketing for you, so you are able to receive those offers that are relevant precisely for you.

Some of this information is collected through the use of cookies. For further detail about this, please see our Cookie Policy [here](#).

Our marketing occurs, among other things, in the form of advertisements on banner ads on Web sites, social media and E-mails with offers to participate as a test audience in our surveys.

If you do not wish to receive targeted marketing from us, you may at any time request that it cease by sending us a message via the contact information at the very bottom of this Personal Data Policy. You can also withdraw your consent at any time concerning direct marketing.

Who we share your personal data with

We do not sell your personal data to third parties, and thus we do not transfer your personal data to third countries.

We have our Web site hosted at Dandomain, which functions as our data processor. All personal data that you provide on our Web site will be stored in Dandomain's data centre.

We use external companies as suppliers to deliver our services in the best possible manner. These external suppliers are data processors and in certain instances process personal data in connection with their delivery of services to us. Our data processors only process personal data in accordance with our instructions and the statutory requirements for data processors.

We have entered into data processor agreements with our data processors, which is our guarantee that they will adhere to the applicable rules concerning protecting your personal data.

Storage of your information

We will store your personal data as long as necessary for those purposes that have been named in this Personal Data Policy.

Unless there are special reasons to store the information for a longer period, the personal data given in connection with audience surveys or panel participation will be stored for a maximum of 1 year after the most recent participation.

If you are solely a newsletter recipient or participate in a competition, then your personal data will be stored for as long as you are receiving our newsletter or until the competition has ended.

Upon withdrawal of your consent, the information will be deleted.

Your rights

You have the following rights when we process your personal data:

- You have the right to request to inspect, correct or delete your personal data
- You have the right to oppose the processing of your personal data and to restrict the processing of your personal data
- You have the right to oppose the processing of your personal data for use in direct marketing
- You have the right to withdraw your consent if the processing of your personal data is based upon your consent
- You have the right to receive the personal data that you yourself have given, in a structured, widely used and machine-readable format
- You may at all times submit a complaint to a data protection authority, for example the Danish Data Protection Agency

There may be conditions or restrictions associated with these rights. It hence is not certain that you for example have the right to have your personal data immediately deleted, since this can depend upon the circumstances and applicable statutes involving the processing activities.

How to invoke your rights:

As the registrant, you possess a number of rights that we at all times will ensure are fulfilled. You have the right to request the following of us:

- To gain access to and correct/change your personal data
- To have your personal data deleted

In addition, you have the right to protest about the processing of your personal data, and you have the right to submit complaints to a data protection authority.

If you no longer desire that we process your personal data, or desire that we limit the processing of your personal data, then you should send us a request concerning this to data@willandagency.com marked "Personal data"

In the request, we ask that you state your name and E-mail address, as well as stating as precisely as possible what your request concerns.

Please note that we may ask you to verify your identity before we are able to process your request.