

# Privacy notice for Auction Group A/S

In accordance with articles 13 and 14 of the General Data Protection Regulation (GDPR), this privacy Autoproff notice describes how Auction Group A/S ("Autoproff", "we" or "us") process personal data about customers, vendors and business partners.

## 1 Data controller

The legal entity responsible for the processing of your personal data is:

Auction Group A/S  
Company Registration (CVR) No: 35 23 88 75  
Ouskær 32  
7100 Vejle  
Denmark  
kontakt@autoproff.dk  
+45 82 303 505

## 2 Description of processing activities

### 2.1 Administration of trading platform

We provide our service through our trading platform. To enable your use of the trading platform, you must have a user profile.

We will process the following information about you as a user of our trading platform:

- Name
- User-id
- Business contact information, including company name, company address, business telephone number(s) and business e-mail address
- Trading history

Furthermore, you may choose to upload a picture of yourself as part of your profile.

Personal data are provided either by yourself or the company, you represent.

We will process your personal data based on the following legal bases:

- Article 6(1)(b) of the General Data Protection Regulation, as the processing is necessary for the entering into or performance of a contract with you or the company you represent
- Article 6(1)(c) of the General Data Protection Regulation, as we are required to document trading history in accordance with the Danish rules on bookkeeping
- Article 6(1)(f) of the General Data Protection Regulation, as the processing is necessary for us to pursue our legitimate interest in handling customer relationships efficiently and to provide a well-functioning platform for creating relationships among our customers.

In case of sensitive personal data or personal identification numbers, processing will be carried out based on Article 9(2)(f) of the General Data Protection Regulation on the establishment, enforcement or defence of legal claims, and Article 6(1)(f) of the General Data Protection Regulation.

We share your personal information with providers of IT-services, such as hosting of our trading platform, and providers of payment solutions.

We will keep your personal data as long as they are necessary for the purpose or purposes for which they are being processed. As a general rule, transaction data will be kept for 5 years from the end of the year in which the transaction took place (in accordance with the bookkeeping rules), and other information will be kept for 5 years from the end of the year in which you last activity using the platform took place.

However, under special circumstances such periods may be shorter or longer, e.g., if data is necessary for us to establish, exercise or defend a legal claim.

## **2.2 Visitors to our website**

In order for us to provide a website that is easy and secure for you to use, we collect information about your use of the website.

The information we collect include information on your IP-address, your preference settings and the use of the website and possibly other websites.

This information is collected through the use of cookies. Please see to our [cookie notice](#) for further information on which cookies are utilized on the website, what these cookies are used, who we share the information with, and for and for how long the information is stored.

The legal basis for processing this information is Article 6(1)(f) of the General Data Protection Regulation, as the processing is necessary for us to pursue our legitimate

interest in providing an efficient and secure website and interact with users of our website.

### 3 Mandatory information

Any information you provide to us is provided on your full discretion. However, if you don't provide the information requested to create a user profile, you will not be able to use our trading platform.

### 4 Your rights

You have the following rights:

- (a) You are entitled to request access to, rectification or erasure of your personal data.
- (b) You are also entitled to oppose the processing of your personal data and to request restriction of the processing of your personal data.
- (c) You have in particular an unconditional right to oppose the processing of your personal data for direct marketing purposes.
- (d) If the processing of your personal data is based on your consent, you are entitled to revoke such consent at any time. Revocation of your consent will not affect the lawfulness of the processing carried out prior to your revocation of consent.
- (e) You are entitled to receive personal data which you have provided to us in a structured, commonly used and machine-readable format (data portability)
- (f) You can always lodge a complaint with a data protection authority, for example the Danish Data Protection Agency.

Such rights may be subject to conditions or restrictions. Accordingly, there is no certainty that you will be entitled to for example data portability in the specific situation; it will depend on the circumstances of the processing.

You can exercise your rights by contacting us, using the contact information provided in section 1.

*Last updated: 15 September 2021*