

Privacy Notice



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1 Introduction

This document sets out how Unifeeder A/S ("Unifeeder", "we", "us", "our") collects and processes personal data about individuals utilizing our website unifeeder.com ("The Site"). In addition to covering online interactions, this privacy notice is also intended to provide a comprehensive overview of how we handle personal data across all our operations and processes.

2 Data Controller and how to contact us

Unifeeder is the controller in respect of the processing activities described in this Privacy Notice, within the meaning of the General Data Protection Regulation ("GDPR").

If you have any questions regarding our processing of your personal data, please contact us here:

Unifeeder A/S

CVR-no.: 11810543

Tangen 6

8200 Aarhus N

E-mail: compliance@unifeeder.com

3 Children and Minors

We only offer our services to individuals who are at least 16 years old. Therefore, we do not knowingly gather or process data from individuals under the age of 16, except when legally obliged to do so. If we become aware that data has been transferred to or collected by us from children and minors under the age of 16 without the informed consent of a parent or legal guardian, we will delete such personal data without undue delay

4 Processing Activities

4.1 Operations, Sales and Customers

The entire customer journey and shipping process often necessitates handling personal data for various reasons, including but not limited to, administration of the agreement, submitting essential shipping documentation, filing and clearing customs declarations, as well as billing and payments. We frequently manage personal data that does not pertain to our immediate (pre-) contractual partner but rather to a third party, such as a recipient, a recipient's employee, or a notified party.

Categories of Personal Data

- Business and individual contact information, such as names, addresses, email addresses, job title, and phone numbers.
- Payment and financial information, such as bank account numbers.
- Contact information on third parties we are requested to send information to.
- Personal password generated when using the Track-and-Trace service.
- Other personal information that may be provided to us to obtain a Unifeeder service, such as records of our communication, see section 4.4.

Legal Basis

The legal basis for the processing is article 6(1), para. (f) of the GDPR in pursuing our legitimate interests, as the processing is necessary for us to perform services as agreed with our customers.

Recipients

We disclose information about you to group entities, as well as to public authorities to the extent we are legally obliged to do so. In addition, we may share your personal data with the following recipients:

- The group entities with which you collaborate or to which you provide services.
- The group entities engaged in obtaining, implementing, or concluding the service provision.
- The different service providers used through the customer journey enabling us to facilitate the provisions of our services, such as port communications systems.
- Subcontractors and partners who process personal data on our behalf enabling us to provide our services, such as terminals.
- Relevant third parties, such as consignee.
- Authorities where applicable.

In connection with the processing, the personal data may be transferred to countries outside the EU/EEA (Dubai & India). We ensure that your rights are protected, and that the level of protection is maintained in connection with these data transfers, for example through standard contracts approved by the European Commission cf. Article 46(3), of the GDPR. For a copy of these standard contracts, please contact us (see Section 2 above). More information regarding this topic can be found by visiting the official website of the European Commission regarding [International dimension of data protection - European Commission \(europa.eu\)](https://ec.europa.eu/data-protection/).

Retention

We store data for the period necessary to fulfil the purposes outlined above and maintain retention policies and procedures to ensure that data is deleted accordingly. This period varies depending on the purpose, ranging from 1 month to a maximum of 5 years. If the relationship involves financial transactions, we will retain the information for five years from the end of the year of the latest transaction. For other situations, we will retain the information for three years from the end of the year of the latest interaction.

We may store the information for a longer period if this is required to comply with a legal obligation or to establish, exercise or defend a legal claim.

4.2 Procurement, Suppliers and Vendors

In terms of collaborating with our vendors and service providers, such as terminal services, office services, consultant services and Information Technology services, we may process personal data. Generally, we only process company-related information, but it could also encompass personal data of the individual serving as our contact point.

Categories of Personal Data

- Business and individual contact information, such as names, addresses, email addresses, job title, and phone numbers.
- Payment and financial information, such as bank account numbers.
- Other personal information that may be provided to us to obtain a Unifeeder service, such as records of our communication, see section 4.4.

Legal Basis

Conclusion of a contract with you or performance of a contract, when you are a private individual or sole proprietorship, which you have concluded. This legal basis is set out in Article 6(1), para. (b), of the GDPR.

The legal basis for the processing is article 6(1), para. (f) of the GDPR in pursuing our legitimate interests, as the processing is necessary to manage our relationships with suppliers, vendors and business partners.

Recipients

We disclose information about you to group entities, as well as to public authorities to the extent we are legally obliged to do so. In addition, we may share your personal data with the following recipients:

- The group entities with which you collaborate or to which you provide services.
- Subcontractors and partners who process personal data on our behalf enabling us to provide our services.
- Relevant third parties.

In connection with the processing, the personal data may be transferred to countries outside the EU/EEA (Dubai & India). We ensure that your rights are protected, and that the level of protection is maintained in connection with these data transfers, for example through standard contracts approved by the European Commission cf. Article 46(3), of the GDPR. For a copy of these standard contracts, please contact us (see Section 2 above). More information regarding this topic can be found by visiting the official website of the European Commission regarding [International dimension of data protection - European Commission \(europa.eu\)](https://europeancommission.europa.eu/international-dimension-data-protection).

Retention

We store data for the period necessary to fulfil the purposes outlined above and maintain retention policies and procedures to ensure that data is deleted accordingly. This period varies depending on the purpose, ranging from 1 month to a maximum of 5 years. If the relationship involves financial transactions, we will retain the information for five years from the end of the year of the latest transaction. For other situations, we will retain the information for three years from the end of the year of the latest interaction.

We may store the information for a longer period if this is required to comply with a legal obligation or to establish, exercise or defend a legal claim.

4.3 Visitors at our Facilities

If you visit our facilities, we might use personal data about you to identify you and manage our visitor management procedures, especially for security reasons.

Categories of Personal Data

- Business and individual contact information, such as names, addresses, email addresses, job title, and phone numbers.

Legal Basis

The processing is necessary for us to pursue our legitimate interest in maintaining an adequate security level and safeguard the company. This legal basis is set out in Article 6(1), para. (f) of the GDPR.

Recipients

We disclose information about you to group entities, as well as to public authorities to the extent we are legally obliged to do so. In addition, we may share your personal data with the following recipients:

- The group entities responsible for visitor management procedures and with which you collaborate with.
- Subcontractors and partners who process personal data on our behalf enabling us to maintain security and necessary procedures.

In connection with the processing, the personal data may be transferred to countries outside the EU/EEA (Dubai & India). We ensure that your rights are protected, and that the level of protection is maintained in connection with these data transfers, for example through standard contracts approved by the European Commission cf. Article 46(3), of the GDPR. For a copy of these standard contracts, please contact us (see Section 2 above). More information regarding this topic can be found by visiting the official website of the European Commission regarding [International dimension of data protection - European Commission \(europa.eu\)](#).

Retention

Personal information kept in non-electronic form is discarded immediately after the completion of the visit. We may store the information electronically for a longer period if this is required to comply with a legal obligation or to establish, exercise or defend a legal claim.

4.4 Communication, Contacting and Contact Forms

When you reach out to us by email or phone to inquire about our services or other information, or for other purposes than described in sections 4.1-4.3 above, we utilize your personal data to keep a record of our communication, respond to your queries, enhance our service quality, and fulfil other business-related objectives.

Categories of Personal Data

- Business and individual contact information, such as names, addresses, email addresses, job title, and phone numbers.
- Other personal information that may be provided to us to obtain a Unifeeder service, such as records of our communication and details mentioned in contact forms.

Legal Basis

Conclusion of a contract with you, or the performance of a contract you have concluded on behalf of yourself or your sole proprietorship. This legal basis is set out in Article 6(1), para. (b), of the GDPR.

When dealing with entities the processing is necessary for us to pursue our legitimate interest in handling queries from stakeholders and other persons contacting our company. This legal basis is set out in Article 6(1), para. (f) of the GDPR.

Recipients

We disclose information about you to group entities, as well as to public authorities to the extent we are legally obliged to do so. In addition, we may share your personal data with the following recipients:

- The group entities with which you collaborate or to which you are requesting services.
- Subcontractors and partners who process personal data on our behalf enabling us to provide our services.
- The group entities engaged in obtaining, implementing, or concluding the service provision.
- Relevant third parties.

In connection with the processing, the personal data may be transferred to countries outside the EU/EEA (Dubai & India). We ensure that your rights are protected, and that the level of protection is maintained in connection with these data transfers, for example through standard contracts approved by the European Commission cf. Article 46(3), of the GDPR. For a copy of these standard contracts, please contact us (see Section 2 above). More information regarding this topic can be found by visiting the official website of the European Commission regarding [International dimension of data protection - European Commission \(europa.eu\)](https://ec.europa.eu/privacy-tools/standard-contractual-clauses/sccl-overview_en).

Retention

If the relationship involves financial transactions, we will retain the information for five years from the end of the year of the latest transaction. For other situations, we will retain the information for three years from the end of the year of the latest interaction.

We may store the information for a longer period if this is required to comply with a legal obligation or to establish, exercise or defend a legal claim.

4.5 Marketing

If you subscribe to our newsletters or marketing communications, we will process some of your personal data to facilitate the marketing material. You have the option to opt out of our marketing communications at any time by following the unsubscribe instructions provided in each communication. Once you have opted out, you will no longer receive direct marketing from us.

Categories of Personal Data

- Business and individual contact information, such as names, addresses, email addresses, job title, and phone numbers.
- Content and your choices in relation to newsletters.

Legal Basis

Active consent given by you in the process of signing up for our newsletters. This legal basis is set out in Article 6(1), para. (a), of the GDPR.

Recipients

We disclose information about you to group entities, as well as to public authorities to the extent we are legally obliged to do so. In addition, we may share your personal data with the following recipients:

- The group entities engaged in obtaining, implementing, or concluding the marketing services.
- Subcontractors and partners who process personal data on our behalf enabling us to provide our services.

In connection with the processing, the personal data may be transferred to countries outside the EU/EEA (Dubai & India). We ensure that your rights are protected, and that the level of protection is maintained in connection with these data transfers, for example through standard contracts approved by the European Commission cf. Article 46(3), of the GDPR. For a copy of these standard contracts,

please contact us (see Section 2 above). More information regarding this topic can be found by visiting the official website of the European Commission regarding [International dimension of data protection - European Commission \(europa.eu\)](#).

Retention

We will store the information for 1 year after the consent is no longer active or valid.

We may store the information for a longer period if this is required to comply with a legal obligation or to establish, exercise or defend a legal claim.

4.6 Operations of The Site and Social Media Profiles

In order to provide visitors to The Site with relevant, secure and a well-functioning website, and to help us make our pages and postings on social media more relevant, we process personal information about visitors to The Site and our pages on social media (LinkedIn).

When you visit our profiles on LinkedIn, LinkedIn collects personal information about you. This information is made available to us as anonymized statistical information. As far as this processing is concerned, we are joint controllers with LinkedIn. Further information is available on [LinkedIn Pages Joint Controller Addendum](#).

Categories of Personal Data

- Electronic identification data (IP address, mac-addresses and other information identifying the user and/or the device used for browsing)
- Information on device type, operating system and browser used
- Information on preferences indicated by the user (e.g., language or location preferences)
- Search history
- Information on how the user moves around on our website and social media pages, including links the user clicks on and sub-pages visited.

The data is collected through the use of cookies and other tracking technologies, including tracking technologies provided by LinkedIn.

For further information on the information collected by LinkedIn, please see [LinkedIn Privacy Policy](#).

Legal Basis

The legal basis is article 6(1), para. (f), of the GDPR, as the processing is necessary to pursue our legitimate interest in providing a relevant, secure and well-functioning website, and our legitimate interests in understanding the interests for our social media pages and postings.

Recipients

As mentioned above, we are joint controllers with LinkedIn in relation to the information they collect to provide us with statistics for visits to our sites and interactions with our postings.

Furthermore, data is shared with our IT suppliers (data processors), who store the data for us and process the data in accordance with our instructions.

Retention

The retention period depends on the specific cookie. Please refer to our [cookie policy](#) for further information, including information on the purpose of each specific cookie, as well as information on how long the information is retained.

For information about retention of the information collected by LinkedIn, please refer to [LinkedIn Privacy Policy](#).

We may store the information for a longer period if this is required in order to comply with a legal obligation or to establish, exercise or defend a legal claim.

4.7 Recruitment

When recruiting employees, we process information about applicants and candidates in order to assess who, from an overall perspective would be the best fit for the relevant position.

Categories of Personal Data

- Name
- Email address
- Phone number
- Address
- Information about educational background, including diplomas
- Information about special competences, including any certifications

- Information about current and previous employment
- Information from the open part of your social media profiles or that is otherwise publicly available
- Other information you may choose to provide us with in your application or CV, or during the recruitment process in general
- Any information about criminal offences (criminal record - only obtained for candidates where this is relevant to the specific position)
- Skills and personality test results
- References to the extent that you give us consent to obtain these

A criminal record is obtained from the police. In addition, information is obtained from the references you have permitted us to contact. Other information is generally obtained from yourself, from publicly available sources, such as the open part of your social media profile, or from advisors (headhunters) who assist us with the recruitment process.

Legal Basis

The legal basis for processing information about criminal offences (criminal record) is Section 8(3) of the Danish Data Protection Act, as the processing is necessary for us to pursue our legitimate interest in ensuring that candidates for positions with us have not been convicted of offences that may be considered incompatible with the position they are to hold in the event of employment.

The legal basis for the processing of other data is Article 6(1)(b) of the General Data Protection Regulation, as the processing is necessary for the implementation of measures taken at your request prior to the conclusion of a contract, and Article 6(1)(f) of the General Data Protection Regulation, as the processing is necessary for us to pursue our legitimate interest in assessing candidates for positions with us in order to select the candidate who, after an overall assessment, is the most suitable for the specific position.

However, the legal basis for processing data obtained from references is Article 6(1)(a) of the GDPR.

Recipients

The data is made available to our IT suppliers (data processors) who store the data for us and process it according to our instructions.

In addition, we may disclose the information to external advisors who assist us in connection with recruitment, such as recruitment companies or lawyers.

Retention

If you are hired, the information will be included in your personnel file with us. You will receive information about how we process information about current and former employees, including how long we store the information at the commencement of your employment with us.

If you are not hired, we generally store the data for up to 12 months from the end of the month in which you received a final rejection notice.

We may ask for your consent to store the data for a longer period of time, and if you consent, we will store the data in accordance with what you have consented to.

Notwithstanding the above, we may retain data for longer if it is necessary to comply with a legal obligation to which we are or may be subject or if it is necessary for the establishment, defence or exercise of legal claims.

5 Your rights

When we process personal data about you, you have the following rights:

- **Withdrawal of consent:** Where the processing is based on your consent, you may withdraw this consent at any time. Withdrawal of consent will not affect the lawfulness of processing carried out up until the withdrawal.
- **Access:** You have the right to receive confirmation as to whether we process personal data about you. If we do, you also have the right to receive a copy of the data we process about you along with other information about the processing.
- **Rectification:** You have the right to have incorrect or incomplete personal data about you rectified or completed.
- **Erasure:** In special circumstances, you have the right to have personal data about you erased before the time for our ordinary erasure.
- **Restriction:** In certain cases, you have the right to restrict the processing of your personal data. If the right applies, we may then only process the data – except for retention – with your consent or for the establishment, exercise, or defense of legal

claims or for the protection of the rights of another person or for reasons of important public interest.

- **Data portability:** In certain cases, you have the right to receive a copy of the personal data you have provided in a structured, commonly used, and machine-readable format.
- **Object to the processing:** Where the processing is based on article 6(1), para. (f), of the GDPR (our legitimate interest), you have the right to object to the processing at any time on grounds relating to your particular situation.

If you wish to exercise your rights, please contact us at the email address provided in section 2.

Please be aware that certain conditions and/or restrictions may apply for some of the rights; it depends on the specific circumstances relating to the processing activities. Therefore, we might not be obliged or able to fulfil your request.

Your request will be processed in accordance with the legislation in force at the given time. To the extent necessary, we will contact you and ask for additional information required to handle your request correctly.

If you would like to learn more about your rights, please visit the website of the European Union, [Data protection and online privacy - Your Europe](#).

6 Making a complaint

If you would like to make a complaint about our processing of your personal data, you are welcome to contact us. Our contact details are listed in Section 2 above.

You also have a right at any time to file a complaint with a supervisory authority. For further information on relevant supervisory authorities in EU member states, please see https://www.edpb.europa.eu/about-edpb/about-edpb/members_en.

7 Updating our Privacy Policy

Unifeeder may update this privacy policy on an ongoing basis when this is necessary to provide a fair description of our processing of personal data.

In the event of material changes to our processing of your personal data already in our possession, you will be notified directly of the update (e.g. by email).

This privacy policy was last updated in May 2025.

