

# PRIVACY STATEMENT

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## 1. Scope of application

This Privacy Statement covers the web blog website presence of Viking Direct (Ireland) Limited (<https://blog.vikingdirect.ie/>) and personal data processed by/on these web pages. Where there are links to the web pages of other suppliers, their own data protection policies and notes will apply.

## 2. Data processing controller

The controller, as defined in Art. 4(7) GDPR (General Data Protection Regulation), who is responsible for the processing of personal data in the context of this website, is

Viking Direct (Ireland) Limited  
Earlsfort Terrace  
Dublin 2, D02 T380  
Ireland

You can contact our Data Protection Officer in the following ways:

### By post:

DPO  
Viking  
Columbusweg 33  
5928LA Venlo  
Netherlands

### By email:

[dpo@vikingoffice.eu](mailto:dpo@vikingoffice.eu)

## 3. What is included under data processing

### a. Personal data

Art. 4(1) GDPR defines personal data as any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

### b. Hosting

As part of the hosting of our website, all data processed in conjunction with the operation and use of the website is stored. This is necessary in order to enable the operation of the website. The processing of the personal data is accordingly based on legitimate interest on our part, as defined in Art. 6(1)(f) GDPR. We use the services of web hosting providers for the provision of our web presence, to whom we relay the data described above.

### c. Log files

We log your visit to our website. In doing so, the following personal data is processed:

Name of the website accessed, date and time of access, access status, quantities of data transferred, the browser type and version, the operating system you used, the referrer URL (the website visited prior to accessing ours), your IP address and the provider facilitating access.

This processing is required in order to ensure the security of our website. The processing of your personal data is accordingly based on legitimate interest on our part, as defined in Art. 6(1)(f) GDPR. Stored log files are deleted once the storage period of 7 days has elapsed, unless the log files are needed for investigating or providing evidence of an infringement which became known to us during the retention period.

#### d. Website analysis and marketing

##### *What are cookies?*

A cookie is a small package of data, a text file, which contains anonymous information, including unambiguous user identification and a website name. Tracking technologies such as cookies, beacons, tags and scripts can be used to analyse trends. More detailed information can be found in our [Cookie Notice](#)

##### aa) Google Analytics

We use Google Analytics, a service provided by Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043 USA. Google deploys certain cookies for this service. The information generated by the cookie about your use of this website (including your IP address) is relayed to a Google server in the USA and stored there. We use this stored information to analyse your use of the website, compile reports on website activities for the website owners and provide other services linked to website usage. The data in these analyses is processed exclusively on the basis of the consent you gave, in accordance with Art. 6(1)(a) GDPR.

Under no circumstances does Google link your data to other data held by Google. We wish to point out that this website uses Google Analytics with the extension "anonymizelp()". This causes IP addresses to be truncated prior to them being relayed to a server in the USA. A direct link to a person in conjunction with the data that is stored is therefore normally precluded. Only in exceptional cases is the whole IP address relayed to a Google server in the USA and truncated there.

The cookies are stored for a period of 2 years and then erased.

You may object to this data being collected at any time, with effect for the future, by cancelling your consent to the storage of the cookies by clicking on the "Cookie settings" button in the website footer. You can also use Google Analytics' deactivation add-on for browsers, which can be found at: <http://tools.google.com/dlpage/gaoptout>

Please also take note of the information on usage of data collected by Google within the Google Partner Network, which can be found at:

<https://policies.google.com/technologies/partner-sites>

<https://policies.google.com/technologies/ads>

Further information on Google's data protection policies can be found at:

<https://policies.google.com/privacy>

You will find Microsoft's policies on data protection in the Microsoft Privacy Statement at

<https://privacy.microsoft.com/privacystatement>

Further information on Microsoft Clarity, including information relating to data protection, can be found at <https://clarity.microsoft.com/terms>

#### e. Social plugins

Our website uses so-called social plugins ("plugins") from various social networks to make the online shop more personal. We offer you the opportunity to share our products and content on social networks such as Facebook, X, Pinterest, LinkedIn, Reddit and Instagram.

##### aa) Facebook

Plugins from the social network Facebook from Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin, Ireland are integrated into this website. You can recognize the Facebook plugin by the "f" on our site.

If you click on the "Facebook button" while you are logged into your Facebook account, you can

link the contents of our pages to your Facebook profile. This allows Meta to assign the visit to our pages to your user account. We would like to point out that we do not receive any knowledge of the content of the transmitted data or its use by Meta. Further information can be found in Facebook's [privacy policy](#) here.

#### **bb) X plugin**

Functions of the X service are integrated on our sites. These features are available through X Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using X and the "Re-Tweet" function, the websites you visit will be linked to your X account and shared with other users. This data is also transmitted to X. We point out that we as the provider of the pages are not aware of the content of the transmitted data and their use by X. For more information, see the privacy policy of Twitter at: <https://x.com/privacy>

You can change your data protection settings via your Twitter account settings <https://x.com/account/settings>

#### **cc) Pinterest "Pin-it"**

Plugins from the social network Pinterest Europe Limited, Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland ("Pinterest") are integrated into this website. You can recognize the Pinterest plugin by the "Pin it button" on our site.

If you click the Pinterest "Pin it button" while logged into your Pinterest account, you can link the content of our pages to your Pinterest profile. This allows Pinterest to assign your visit to our pages to your user account. We would like to point out that we have no knowledge of the content of the transmitted data or its use by Pinterest. Further information can be found in Pinterest's [privacy policy](#) here.

#### **dd) Youtube**

Our website uses the YouTube button from the social network YouTube ("YouTube") or comparable buttons to access video content. If you access a page on our website that contains such a button and click on it, your browser establishes a direct connection with the YouTube servers. The purpose and scope of data collection and the further processing and use of the data by YouTube as well as your related rights and setting options to protect your privacy can be found in YouTube's data [privacy policy](#) here.

#### **ee) LinkedIn**

Our Website uses plugins from the LinkedIn network. Provider of this service is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time you visit one of our pages that contains LinkedIn features, it connects to LinkedIn servers. LinkedIn is informed that you have visited our website with your IP address. If you click LinkedIn's "Recommend Button" and are logged in to your LinkedIn account, LinkedIn will be able to associate your visit to our website with you and your user account. We point out that we as the provider of the pages have no knowledge of the content of the transmitted data and their use by LinkedIn. For more information, see the LinkedIn privacy statement at:

<https://www.linkedin.com/legal/privacy-policy>

#### **ff) Reddit**

We use Reddit Badge widget at our website which may log information when you interact with the widget. This may include your IP address, user-agent string, browser type, operating system, referral URLs, device information (e.g., device IDs), pages visited, links clicked, user interactions (e.g., voting data), the requested URL and hardware settings, in accordance with their privacy policy: <https://www.redditinc.com/policies/privacy-policy>

### **f. International transmission of your (personal) data**

We relay personal data to service providers and recipients in countries not in the European Economic Area (EEA) if the transmission is required for the purposes set out in this Privacy Statement.

Transmission takes place in the following cases:

- Processing of personal data by providers of tracking and web analysis tools and marketing services.
- Processing of personal data by an IT service provider acting on our behalf - including for hosting, security check and account administration purposes.

Transmission to a third country takes place only if there is compliance with the prevailing data

protection regulations - in particular, that warranties are given that an adequate level of data protection will be maintained. This means that your personal data will only be transmitted to a given third country if the EU Commission has decided that the third country ensures an adequate level of protection (Art. 45 GDPR), that appropriate safeguards are in place to protect your personal data (cf. Art. 46 GDPR) or that official permission exists (cf. Art. 49 GDPR). The appropriate safeguards, within the meaning of Art. 46 GDPR, include the standard contractual clauses published by the EU Commission, which we incorporate in our contracts with service providers and recipients.

For further information or for a copy of the abovementioned standard contractual clauses you can contact us by one of the contact methods given at the top of this document.

#### **4. How we protect personal data**

We undertake to protect your personal data together with the systems on which it is stored. We have defined and implemented appropriate technical and organisational measures to prevent against unauthorised access, illegal use, unintentional loss, damage or destruction of the same. We are therefore confident that your personal data is processed solely according to the "need to know" principle, and only where processing is appropriate and necessary.

As we are conscious that threats to security can arise and change, and because we wish to maintain your trust in us over the long term, we check and update our security measures and infrastructure regularly, so as to minimise operational risks and keep our security programs up-to-date and in line with the standards and best practice of our sector.

#### **5. Retention period for personal data**

We store your personal data for as long as is necessary to fulfil the purpose for which it was collected (e.g. for as long as we need to send you newsletters to which you have subscribed, provide a customer service to you, answer a query etc.), unless a longer period is necessary in order to meet our statutory obligations, or to assert a legal or financial claim.

#### **6. Your rights as a data subject**

##### **a. Right of access:**

In accordance with Art. 15 GDPR you have the right to demand information about personal data processed by us that relates to you. When requesting information you should formulate your request precisely, so that we can collate the necessary data without problems. Please note that your right of access may be limited in certain circumstances, in accordance with statutory regulations.

##### **b. Right to rectification:**

If the data relating to you is not or no longer accurate, you can demand rectification in accordance with Art. 16 GDPR. If the data on you is incomplete, you can demand that the necessary data is added.

##### **c. Right to erasure:**

You may demand erasure of your personal data in accordance with the conditions set out in Art. 17 GDPR. Your right to erasure is dependent on certain factors, including whether we need to hold the data relating to you in order to meet our statutory duties.

##### **d. Right to restriction of processing:**

Within the framework of the stipulations of Art. 18 GDPR, you have the right to demand the processing of your personal data is restricted.

##### **e. Right to object:**

Under Art. 21 GDPR, you have the right to object at any time to the processing of data relating to you, for reasons arising out of your particular situation. However, we may not always be able to comply with your request, e.g. if we are obliged by law to carry out processing within the context of our legal or official task fulfilment.

##### **f. Revoking your consent:**

If we are dependent on your consent as the legal basis for the processing of your personal data, you

may revoke this consent at any time. Please note that we shall have to verify your identity before fulfilling your request to exercise your rights under data protection legislation. This procedure facilitates the protection of our customers' personal data against fraudulent requests.

This link will take you to a form that you can fill out to exercise one of your rights as detailed above:  
<https://sar.vikingoffice.eu>

**g. Right to lodge a complaint:**

If you are of the view that we have not complied with data protection regulations whilst processing your data, you may lodge a complaint with the supervisory body overseeing us.

The supervisory body that is responsible for us is:

**Data Protection Commission**

21 Fitzwilliam Square  
Dublin 2  
D02 RD28  
Ireland  
Tel. +353 76 110 4800

**7. Changes to this data protection information**

This document may be routinely subject to change or to additions.

Venlo, 8.04.2024