

# PRIVACY STATEMENT

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## 1. Scope of application

This Privacy Statement covers the web presence of Viking Office UK Limited (<https://online.vikingoffice.co.uk/>) 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 Office UK Limited  
501 Beaumont Leys Lane  
Leicester, Leicestershire, LE4 2BN  
United Kingdom

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. Contact form**

If you contact us via our contact form, we will process your personal data (name, contact information, where you have given these) and your message solely for the purpose of processing and dealing with your inquiry.

This data, where the inquiry is made in conjunction with a contract that has already been concluded or is in the process of being concluded, is processed on the basis of Art. 6(1)(b) GDPR. Otherwise it is processed on the basis of legitimate interest on our part, as defined in Art. 6(1)(f) GDPR.

#### **e. Newsletter**

In order to provide you with personalised information about our organisation and our products, we offer to send you newsletters. As a consequence of you registering to receive our newsletter, we process the data you enter to this end (name, email address, information you enter about what type of organisation you are and what you are interested in).

On such an occasion we receive your consent to do this, which is worded as follows:

"I wish to receive the Viking Office UK Limited newsletter, which will be customised to me and my interests. I can revoke my consent at any time by using the unsubscribe link in the newsletter."

The legal basis for sending you our newsletter is the consent you gave when registering, in accordance with Art. 6(1)(a) GDPR.

The so-called double opt-in procedure is used to register for our newsletter. In order to prevent the abuse of email addresses, once you have registered, we send you an email asking you to confirm your registration. In order to evidence the registration process in line with legal requirements, your registration is logged. This involves storing the date and time of your registration and confirmation as well as your IP address. We use service providers to dispatch the newsletter and relay the aforementioned data to them.

You will find information about the newsletter you have signed up for in respect of e.g. its content or publication frequency from the relevant registration page.

In order to unsubscribe from the newsletter, scroll to the end of the email newsletter and click on the "Unsubscribe from this mailing list" link. You can also sign out of our mailing list at any time by informing our customer service department by phone or email or through the live chat function. You will find their contact information on our website under "Customer Service".

#### **f. Administration of your customer account**

If you open a customer account, we store your account data (name, address, email address, bank details) and your user data (user name, password). This enables us to identify you as a customer and it allows you to manage your orders. At the time we obtain your consent, which is worded as follows:

"I wish to set up a customer account. Please process my data for this purpose. I can revoke my consent at any time, with effect for the future, by sending an email to the stated email address."

Your data is processed on the basis of your consent, in accordance with Art. 6(1)(a) GDPR.

#### **g. Contract formation and performance**

Your data is stored for the duration of contract performance; at the end of the contractual relationship we are obliged to retain tax-related data for 10 calendar years following the financial year in which it ends. Non-tax-related data is stored for a period of 3 years to the end of the financial year. The data is then erased.

In cases like this, the data about you which is required to conclude and meet the terms of a contract is being processed in accordance with Art. 6(1)(b) GDPR.

#### **h. Competitions and marketing campaigns**

We occasionally run competitions which you can take part in by disclosing, amongst other details, your identity and contact data. It is necessary to process the data you give us (e.g. name, date of birth, address, telephone number, email address and other data required for staging the competition) in order to manage the competition.

On such an occasion we receive your consent to do this, which is worded as follows:

"I wish to take part in the campaign being staged by Viking Office UK Limited, as described on the campaign/competition web page. To this end, I consent to the processing of the personal data I have provided. I can withdraw my consent at any time, with effect for the future, by sending an email to the email address provided for this campaign/competition."

We are processing your data on the basis of your consent, in accordance with Art. 6(1)(a) GDPR.

#### **i. Credit reference agencies**

We use Experian Limited, PO BOX 9000, Nottingham, NG80 7WP. Experian Limited uses credit reference data to provide credit reporting, affordability checks and other services to help prevent fraud.

We are processing your data, where this is shared in conjunction with a contract that has already been concluded or is in the process of being concluded, is processed on the basis of Art. 6(1)(b) GDPR. Otherwise it is processed on the basis of legitimate interest on our part, as defined in Art. 6(1)(f) GDPR.

Further information on credit reference services can be found in Experian's data protection policies at <https://www.experian.co.uk/legal/crain/>

#### **j. 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>

#### **bb) Google Tag Manager**

Google Tag Manager is a tool provided by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, which enables us to incorporate tracking or statistics tools and other technologies in our website. Google Tag Manager does not create any user profiles, store any cookies or perform any analyses itself. It is used only to manage and run tools that have been integrated through it. Google Tag Manager does, however, capture your IP address, which may then be relayed to Google in the United States.

The cookies are stored for a period of 1 day and then erased.

Google Tag Manager is deployed on the basis of your consent, in accordance with Art. 6(1)(a) GDPR.

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.

#### **cc) Google Ads**

This website uses Google AdWords. AdWords is an online marketing program supplied by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

We use a feature of Google AdWords that is called conversion tracking. If you click on an advert displayed by Google, a conversion tracking cookie is set. These cookies are erased after 90 days. If a user visits certain pages on this website and the cookie has not yet expired, we and Google can identify that the user clicked on the advert and was taken to this web page.

Every Google AdWords customer is assigned a different cookie. The cookies cannot be tracked and monitored through the websites of AdWords customers. The information obtained with the help of the conversion cookies is used to create conversion statistics for AdWords customers who elected to use conversion tracking. Customers receive information on the total number of users who clicked on their advert and were taken to a web page with a conversion tracking tag. They do not, however, receive any information that allows users to be identified personally. If you do not wish to take part in tracking, you can cancel use of this feature quite easily by deactivating Google conversion tracking in your internet browser under "User settings". You will then not be included in conversion tracking statistics.

Conversion cookies are stored on the basis of your consent, in accordance with Art. 6(1)(a) GDPR. 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.

Further information on Google AdWords and Google conversion tracking can be found in Google's data protection policies at: <https://policies.google.com/privacy>

If you have a Google account, you can deactivate the personalised display of adverts by Google in the advert settings facility. This setting will apply for the whole Google Display Network. Access the

facility here: [Google settings for personalised ads](#).

If you do not have a Google account or haven't signed into your account, it is still possible to deactivate the personalised display of adverts by Google on the **web** tab: [Google settings for personalised ads](#).

#### **dd) Mouseflow**

This website uses Mouseflow, a web analysis tool developed by Mouseflow ApS, Flaesketorvet 68, 1711 Copenhagen, Denmark. It processes data for the purpose of analysing this website and its visitors. Data is collected and stored for marketing and optimisation purposes. User profiles can be created from the data; these go under a pseudonym. Cookies may be deployed for this purpose. The Mouseflow web analysis tool records individual, randomly-selected visits (and only with an anonymised IP address). It produces a log of mouse movements and clicks, with the intention of playing back a random sample of website visits and drawing conclusions about potential improvements that can be made to the website.

The cookies are stored for a period of 3 months and then erased.

The data collected using Mouseflow is processed solely on the basis of your consent in accordance with Art. 6(1)(a) GDPR and is not merged with other personal data relating to you via the pseudonym. 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 deactivate, globally for the browser you use, recordings on all websites using Mouseflow by going to this link: <https://mouseflow.com/opt-out>

#### **ee) Algonomy**

Using Algonomy solutions and technologies, a service provided by the company Algonomy, 49 Stevenson Street, Suite 950, San Francisco, CA 94107, USA, pseudonymised data is captured and stored and pseudonymised user profiles are created to facilitate the needs-based design and optimisation of our website. This is done by analysing your user behaviour in relation to products in our shop in which you have already shown an interest. To this end, cookies are deployed which can recognise a returning internet browser.

The cookies are stored for a period of 1 day and then erased.

Personal data is processed solely on the basis of your consent, in accordance with Art. 6(1)(a) GDPR. 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. Additionally, you can cancel the processing and storage of your data at any time, with effect for the future, by clicking here: <https://richrelevance.com/privacy/opt-out/>

Data protection information can be found here: <https://richrelevance.com/privacy/>

#### **ff) Facebook Pixel**

We use "Facebook-Pixel", a service provided by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), on our website. This allows the behaviour of users to be tracked once they have been taken to a service provider's website after clicking on a Facebook advert. This makes it possible for us to measure the effectiveness of Facebook advertising, for statistical and market research purposes. The data collected in this way is anonymous from our perspective - we do not see the personal data of individual users.

When the website is accessed, the Pixel is incorporated directly by Facebook and can store a cookie on your device. If you subsequently login to Facebook, or are already logged in, your visit to the website will be noted on your profile. The user data collected is anonymous from our perspective and does not allow us to deduce information about the identification of the user. The data is, however, stored and processed by Facebook, which is why we are informing you about what we know about this process. Facebook can link this information to your Facebook account and also use it for its own marketing purposes, as set out in Facebook's Privacy Statement.



<https://www.facebook.com/about/privacy/>

You may allow Facebook and its partners to display adverts in Facebook, and also outside of Facebook. A cookie may also be stored on your device to this end. The legal basis for use of this service is consent given, in accordance with Art. 6(1)(a) GDPR.

#### **gg) AB Tasty**

We use the web analytics service of AB TASTY SAS, 17 - 19 Rue Michel-le-Comte 75003, Paris ("AB Tasty") to perform A/B or multivariate tests to continuously improve our online services. For this purpose, AB Tasty collects statistical information about visitor traffic. This usage data (such as browser used, number of pages viewed/visits, order and duration of visits to a website, filling/emptying of a shopping basket, recording of the use of individual web pages [except in the check-out and registration process], etc.) is recorded anonymously and statistically evaluated. It is not possible to draw conclusions about a specific person or purchase. In addition, AB Tasty carries out geolocation (regional details of your location) using your IP address immediately when you visit the website; the IP address is deleted immediately after geolocation. Based on your interests, AB Tasty designs personalised pattern, which are encrypted and do not allow any conclusions to be drawn about you personally. Cookies are stored for the storage and recognition of site visitors and will be automatically deleted after a maximum duration of 13 months. Further information can be found in our cookie policy.

Opt Out: If you do not wish to participate in these tests, you can deactivate this function on the AB Tasty website (at <https://www.abtasty.com/terms-of-use/>) by following the instructions given there. If you delete your browser cookies, you will need to opt out again via this link. We would like to point out that with an opt-out, some functions of the website will not be available or will only be available to a limited extent.

Further information on data protection and the cookies can be found on AB Tasty's website: <https://www.abtasty.com/terms-of-use/>.

The legal basis for this processing is Art. 6 Para. 1 (a) GDPR

#### **hh) ContentSquare**

ContentSquare is operated by Content Square S.A.S., 5 boulevard de la Madeleine, 75001 F-Paris and is a solution that collects usage and frequency data to improve the user experience. For this purpose, Contentsquare uses certain tracking technologies such as cookies, beacons, pixels, tags and scripts (collectively "cookies"). If you give your consent, ContentSquare will collect the interaction data of your visit to our website (such as scrolling, clicking or length of stay) in pseudonymized form for marketing purposes and to optimize the user-friendliness of the website using cookies.

Further information on data protection at ContentSquare can be found under <https://contentsquare.com/privacy-center/> and <https://contentsquare.com/privacy-center/gdpr/>

The legal basis for data processing is Article 6 (1) (a) GDPR (consent). You can revoke your consent with regard to the use of ContentSquare technology at any time by deselecting the category "Performance, Advertising/Tracking" in the cookie settings

#### **ii) Incorporation of external content**

We use external dynamic content to optimise the presentation and offerings of our website. When the website is visited, a query is sent automatically by means of API to the server of the content provider in question, which causes certain log data ( e.g. the user's IP address) to be relayed. The dynamic content is then relayed to our website and displayed there.

We use external content in conjunction with the following functionalities:

##### **i. Bing Ads**

The website uses the remarketing function "Bing Ads" provided by Microsoft Corporation One Microsoft Way, Redmond, WA 98052-6399, USA. ("Microsoft Advertising"). This causes Microsoft Bing Ads to store a cookie on your computer if you have come to our website as a result of a Microsoft Bing advert. In this way, Microsoft Bing and we can identify that someone clicked on an advert, was taken to our website and landed on a predefined target page



(conversion page). This only tells us the total number of users who clicked on a Bing advert and were then taken to the conversion page. No personal information about the identity of the user is divulged.

The cookies are stored for a period of 13 months and then erased.

If you do not wish information about your behaviour as outlined above to be used by Microsoft, you can reject the setting of the cookie required for this - for example, through your browser settings, where you can generally deactivate the automatic setting of cookies. Furthermore, you can prevent the recording and processing by Microsoft of the data generated by the cookie about your website usage, by declaring your objection to it via the following link: <http://choice.microsoft.com/opt-out>. Further information about data protection and cookies set by Microsoft and Bing Ads can be found on Microsoft's website under <https://privacy.microsoft.com/privacystatement>

## ii. Partnerize Advertising Partner Program

We participate in the Partnerize Advertising Partner Program. Partnerize has incorporated adverts and links to the Partnerize web pages on our website, which allow us to benefit financially from the reimbursement of our advertising costs. To this end, Partnerize sets cookies which makes it possible to identify where the orders have come from. This means Partnerize can identify that you clicked on the partner link on our website.

The processed data can include a customer's IP address, some browsing history and the customer's clicks on an advertiser's link and/or the purchasing process.

The cookies are stored for a period of 7 days and then erased.

Partnerize cookies are stored on the basis of your consent, in accordance with Art. 6(1)(a) GDPR. 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.

Further information on the use of your data by Partnerize can be found in the company's Privacy Statement: <https://partnerize.com/privacy-policy/>

## iii. LinkedIn Insight Tag

We use the LinkedIn Insight Tag provided by LinkedIn Corporation Gardner House, Wilton Plaza, Wilton Place, Dublin 2, Ireland for this website. The LinkedIn Insight Tag creates a LinkedIn browser cookie, which collects the following data: IP address, time stamp, web page activity, LinkedIn demographic data (if the user is an active member of LinkedIn).

With the help of this technology we can create reports on the effectiveness of our advertising, as well as information about website interaction. To do this, the LinkedIn Insight Tag is incorporated in this web page. If you visit this web page and are logged into your LinkedIn account at the same time, a link to the LinkedIn server will be created.

We process your data in order to evaluate our campaigns and collect information about visitors to our website who have come to us via our campaigns on LinkedIn.

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

To the extent that we process personal user data in connection with this, this is done on the basis of your consent in accordance with Art. 6(1)(a) GDPR. 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 deactivate, globally for the browser you use, the processing of personal data on all websites using the LinkedIn Insight Tag by going to this link:

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

We store your data for as long as we require it for the purposes of campaign evaluation. The

data gathered is encrypted. Further information can be found at <https://www.linkedin.com/legal/privacy-policy>

#### **iv. parcelLab**

We use the service provider parcelLab, Kapellenweg 6, 81371 Munich, to inform customers about the dispatch of their ordered items as well as information about their delivery status. In order to do this, we send parcelLab information about the order, which includes personal data necessary for parcelLab to provide its service. This includes name, title, address, email address, order number.

Through its involvement in the data processing of the order, parcelLab is working for us as processor within the meaning of Art. 28 GDPR. parcelLab is contractually obliged to ensure the protection of your data through the deployment of suitable technical and organisational measures.

The legal basis for this data processing is Art. 6(1)(b) GDPR.

The cookies are stored for a period of 30 days and then erased.

Further information can be found in the parcelLab Privacy Statement at: <https://parcellab.com/en/privacy-policy>

#### **v. Qualtrics surveys**

Our website uses Qualtrics LLC, 333 W. River Park Drive, Provo UT 84604, USA, which is a service that collects feedback from users of the website by means of surveys, to help us improve our products and services. Data is collected anonymously.

To the extent that we process personal user data in connection with this, this is done on the basis of your consent in accordance with Art. 6(1)(a) GDPR.

The cookies are stored for a period of 1 day and then erased. The personal user data is stored for a maximum of 5 years and then erased.

Further information can be found in the Qualtrics Privacy Statement at <https://www.qualtrics.com/privacy-statement/>

Further information about Qualtrics and the GDPR can be found at <https://www.qualtrics.com/gdpr/>

#### **vi. SAS CI360**

This website uses CI360, a web analysis solution marketed by SAS Institute Inc., 100 SAS Campus Dr, Cary, NC 27513, USA. CI360 uses cookies that are stored on your computer and facilitate an analysis of your use of our services. The information generated by the cookies about your use of our services is relayed to SAS servers which are located in Europe (to be precise: Ireland) and is stored there, after truncation of the IP address. The data is used for displaying legitimate interest content and for analysing usage (web tracking). SAS processes the data exclusively on our behalf, according to our instructions and not for any purposes of its own.

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

To the extent that we process personal user data in connection with this, this is done on the basis of your consent in accordance with Art. 6(1)(a) GDPR. 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.

#### **vii. Selligent Marketing Cloud**

The Selligent Marketing Cloud is supplied by our partner Selligent: Selligent GmbH, Atelierstraße 12, 81671 Munich.

We use Selligent to make it possible for us to communicate with you. To this end, we relay data to Selligent such as your name, user name, postal address, telephone numbers, email address or other addresses to which we can send you transaction and advertising emails.

To the extent that we process personal user data in connection with this, this is done on the basis of your consent in accordance with Art. 6(1)(a) GDPR. Your data is stored for the duration of contract performance and is then erased.

The cookies are stored for a period of 1 day and then erased.

You will find more information about Selligent's data protection policy at

<https://meetmarigold.com/privacy-notice/>

#### **viii. Trustpilot**

We participate in the evaluation process provided by Trustpilot A/S, Pilestræde 58, 5, 1112 Copenhagen, Denmark.

Trustpilot offers users the opportunity to rate our performance. Users who have bought our products and services are asked for their consent to receive an evaluation request. If the users give their consent to this (for example, by clicking on a checkbox or a link) they receive an evaluation request with a link to an assessment page. In order to ensure that the users really have bought a product or service from us, we send Trustpilot the necessary data relating to the user and the product or service bought (this includes the name, email address and a reference number). This data is used solely to verify the authenticity of the user, and how to address him/her.

The cookies are stored for a period of 1 year and then erased.

The legal basis for processing the user's data as part of the evaluation process is consent given, as defined in Art. 6 (1a) GDPR.

In order to submit an evaluation, it is necessary to open a client account with Trustpilot. The terms and conditions and data protection policies of Trustpilot apply in this case. In order to uphold the neutrality and impartiality of the evaluations, we have no direct influence on the evaluations and cannot erase them ourselves. Users are asked to contact Trustpilot on this matter.

We may also incorporate the Trustpilot widget on our website. To do this, a data link must be created from the web page accessed from our online content to Trustpilot; and Trustpilot receives certain technical data (access data, including the IP address) that is required for the content to be delivered. Trustpilot also receives information about users visiting our online content. This information may be stored in a cookie and used by Trustpilot to identify which online content linked to the Trustpilot evaluation process has been accessed by the user. This information may be stored in a user profile and used for marketing or market research purposes.

The legal basis for processing the user's data in relation to the incorporation of the widget is the consent you have given, as defined in Art. 6 (1a) GDPR. 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.

Users can obtain further information on Trustpilot's processing of your data and on their rights to object to this, as well as other data subject rights, from the Trustpilot Privacy Statement:

<https://uk.legal.trustpilot.com/for-reviewers/end-user-privacy-terms>

#### **k. 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:

The Information Commissioner's Office  
Water Lane, Wycliffe House  
Wilmslow - Cheshire SK9 5AF  
Tel. +44 1625 545 700

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

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

Venlo, 22.04.2024