

Privacy Policy for Website Visitors to www.fairtrans.dk

Last Updated: 26.02.2026

At FairTrans A/S (“FairTrans”, “We”, “Us” and “Our”) we are committed to protecting your privacy when you visit our website, www.FAIRTRANS.dk. This Privacy Policy explains how We collect, use, disclose, and protect your information when you visit our Site and why We do it. This Privacy Policy is also meant to provide you with all the other information which we at FairTrans are obliged to give you, according to applicable Data Protection Laws – among other the GDPR.

We encourage you to read the Privacy Policy before submitting any data to FairTrans.

By accessing and using our Site, you agree to the terms outlined in this Privacy Policy.

1. The Data Controller and our Contact Information

The Datacontroller who process your personal data are:

FairTrans A/S

Address: Klipleve Erhvervspark 20, 6200 Aabenraa, Denmark

Company Registration #: 52839513

Phone: +45 73 68 77 00

Mail: hjh@fairtrans.com

2. Who does this apply to

This Privacy Policy applies to the following:

- Users of our Website
- Contact persons at our suppliers and other Business Partners

2.1 Users of our Website

This section defines the way We process personal data collected from users who visit “Fairtrans.dk”.

Collection of personal data

FairTrans may collect, process and store personal data about you in the following cases:

- When you visit FairTrans.dk
- When you communicate with Us through our various channels
- When you use the services we offer at FairTrans

Categories of personal data

We may collect, process and store the following personal data:

- **Contact Information:** When you contact us via forms, sign up for newsletters, or make inquiries, we may collect your name, email address, phone number, and any other information you provide to us.
- **Account Information:** If you create an account on our Site, we may collect your username, email address, and other registration details.
- **Cookies and Tracking Technologies:** We use cookies, web beacons, and similar technologies to track your interactions with our Site. These tools help us improve user experience and analyze traffic patterns.

- **Log Files:** When you visit our Site, we may automatically collect information about your browser type, device, IP address, geographic location, and the pages you visit on our Site.
- **Analytics:** We use third-party analytics services (e.g., Google Analytics) to gather insights on Site usage, which may include your IP address, browser type, device type, and browsing behavior.

Purpose for the processing

We Process the personal data we gather about you for the following purposes:

- **To Provide Services:** We want to respond to your inquiries, provide requested services, and manage your account if applicable.
- **To Improve Our Site:** Websites sometimes break, but ours rarely do, because we analyze and improve the functionality, content, and performance of our Site based on your log-files and analytics.
- **To Communicate With You:** We send newsletters, updates, or promotional material on a regular basis, but only if you've opted-in to receive such communications.
- **To Customize Your Experience:** We want to give you the best possible experience. To do that we personalize your experience on our Site by showing content and advertisements tailored to your preferences.
- **For Legal Compliance:** To comply with applicable laws and regulations, and to protect our legal rights.

Legal Basis

At Fairtrans we base the aforementioned processing on the following to types of legal basis:

- **Legitimate Interest:** In most cases we do use Legitimate Interest as the legal basis for our processing. In example if you send us an email, we want to be able to respond to your request, but also in the case where we gather analytics and create logfiles based upon your usage of our website and marketing activities (but only in cases where consent isn't required) Article 6(1)(f) of the general Data Protection Regulation.
- **Consent:** In the case where you opt in to receive Newsletters, we base our processing on your consent, since you active choose to sign up for our newsletter. We do this since these are cases where we cannot base our processing upon legitimate Interest. We thank you deeply for your consent Article 6(1) (a) of the General Data Protection Regulation.

Retention Period

At FairTrans We store your personal Data for as long as we need it to fulfill the purpose for which it is being processed, unless of course we are required to store the personal data even longer due to either:

- We have an ongoing relationship with you
- We need to provide services to you or you have an active account

If neither of these are fulfilled we will delete the personal data at the latest one 1 from your last inquiry.

However, we will also retain your personal data where this is advisable to safeguard or improve our legal position (i.e. in relation to the statute of Limitations, security cases, litigation or investigations – since it is needed to sustain these cases).

2.2 Contact Persons at suppliers and other business partners

This sections of the Privacy Policy refers to the case where you might be a Supplier, pr a business partner of FairTrans, and our collection of personal data in that regard due to our collaboration.

Collection of personal data

FairTrans may collect, process and store personal data about you when:

- Your company enters into an agreement with FairTrans
- You have shown interest in Our products/services i.e. by providing a business card to FairTrans
- You communicate and collaborate with Us

Categories of personal data

If you are a business partner or a supplier we may process the following data about you:

- **Contact Information:** When you contact us via forms, sign up for newsletters, or make inquiries, we may collect your name, email address, phone number, and any other information you provide to us.
- **Company Data:** Company Name, Address, Job Position, business Area, Primary Work location and Country of operations
- **Account Information:** If you create an account on our Site, we may collect your username, email address, and other registration details.
- **Contractual Data:** Purchase Orders, invoices, Contracts and other agreements between the companies which might include contact information and communications
- **Legitimation papers:** Passport, Drivers license
- **Financial Data:** Payment Terms, Bank Account information, credit ratings.

This information might be provided solely by you through Emails and other correspondences, or through a third Party I.E. your employer

Purpose for the processing

At FirTrans we will process the Personal data to chase the following Purposes:

- Generally to perform and manage the business relationship – including managing contracts and other relational documents
- Adminstration covering the processing of payments, billing, performing accounting, providing support services and auditing.
- To handle newsletters and tailor those to your interests.
- To Complete requests you might have towards our services.
- Handle general communication between us to ensure understanding and secure satisfaction
- To develop products and services to your liking
- To handle statistics and analytics at our websites
- To handle any dispute that might arise between us.

- For regulatory purposes, such as fulfilling our compliance and legal obligations to be able to prevent illegal activities and to carry out KYC-procedures.

Legal Basis

At FairTrans we base our processing primarily upon the following legal basis:

- When you give your consent: in exceptional cases where we cannot use any of the other legal basis we might ask for your consent GDPR article 6(1)(a). This will i.e. be in the case where you want to receive a newsletter or other marketing materials in your e-mail. However this do require your previous explicit consent hereto.
- Contractual Obligation: In cases where we will need to process your personal data to fulfill a contract we will do that based upon Article 6(1)(b) of the GDPR
- When we have a Legal obligation: In some cases we are required to process your personal information i.e. to prevent illegal activities. In these cases we are required to perform the processing based upon GDPR Article 6(1)(c)
- When we have a legitimate Interest: we may process your personal information to pursue our legitimate Interest based upon GDPR Article 6(1)(f) to manage our daily operations, according to fair business practices. The processing may also be necessary to prevent fraud and establish, exercise or defend legal claims.

Retention Period

At FairTrans We store your personal Data for as long as we need it to fulfill the purpose for which it is being processed, unless of course we are required to store the personal data even longer due to either:

- We have an ongoing relationship with you
- We need to provide services to you or you have an active account
- We retain your personal data for as long as needed to comply with legal and contractual obligations

If neither of these are fulfilled we will delete the personal data at the latest one 1 from your last inquiry.

However, we will also retain your personal data where this is advisable to safeguard or improve our legal position (i.e. in relation to the statute of Limitations, security cases, litigation or investigations – since it is needed to sustain these cases).

3. Cookies and Similar Technologies

We use cookies to enhance the functionality of our Site and to collect data that helps us improve your experience. Cookies are small text files stored on your device. You can manage your cookie preferences through your browser settings, including disabling certain types of cookies, though this may affect your ability to use some features of our Site.

You can read more about that in our CookiePolicy:([Link](#)).

4. Disclosure of Personal Data to Data Processors

For FairTrans to be able to fulfill the abovementioned purposes we may provide access to your personal data to certain third parties. However, we only do that in cases where these Third Parties have a contractual relationship with Us, where they provide relevant services I.E. IT-providers, Email

Marketing Services, Hosting Providers, Invoicing Providers and affiliated businesses. Such third Parties will only process personal data, according to our instructions in Data Processing agreements.

As FairTrans develops, our structure can change i.e. through a partial or the full sale of FairTrans. In case a partial sale will occur, and the transferred assets regard the disclosure of Personal Data we base such processing upon Legitimate Interest GDPR Article 6(1)(f) as a part of handing over assets and making commercial changes. In accordance with such, we will also make sure to inform you in regards to Article 13(1)(e).

There are also cases where we are obligated to share your personal data without us asking your permission. These are cases where we are bound by the law and disclose your personal data to:

- The Courts
- Prospective Buyers
- Advisors such as Lawyers or Auditors
- Public Authorities
- The Police
- Affiliated Companies

If we in any case transfer your personal data to a Data Controller or Processor which is established outside the EU/EEA, and if the country does not have an adequate level of protection, we will in general base the transfer upon the Standard Contractual Clauses from the EU Commission.

5. Third-Party Links

Our Site may contain links to third-party websites, which are not operated by us. We are not responsible for the privacy practices of those websites. We encourage you to review the privacy policies of any third-party sites you visit.

6. Data Security

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, alteration, or destruction. However, please note that no method of data transmission over the Internet is 100% secure, and we cannot guarantee absolute security.

7. Your Rights

As per the GDPR you have the following rights:

- **Access to the Personal data we process about you:** The GDPR Article 15 stipulates that you have the right to access the personal data which we at FairTrans Process about you. You also have the right to know both the purpose of the processing and the categories of personal data which we process
- **Rectification:** Should the case arise where we process inaccurate, Incomplete or incorrect personal data you have the right to have said data rectified as per article 16 in the GDPR
- **The right to be forgotten:** GDPR Article 17 states that you have the right to have your personal data deleted. However, there are some cases where this does not apply, i.e. in bookkeeping- and AML cases.

- **Restriction:** You have the right to request that we at FairTrans Restrict our processing of your personal data in relation to GDPR Article 18
- **Copies:** In certain cases you can request a Copy of your personal data as well as the transmission you your personal data to another Data Controller – also know as Data Portability as per Article 20 in the GDPR
- **Objection:** You have the right to object to our collection and further procession of your personal data as per the GDPR Article 21.
- **No Automated Decision:** You have the right to not be a subject of automated decision making, but only in the cases where the decision making is solely automatic and without Human intervention as per the GDPR article 22
- **Withdraw Consent:** In relation to article 23 of the GDPR, you can always withdraw your consent, if any has been given. If you choose to do so, we will delete your personal data, but only if there aren't any other basis for the processing.

For any of these requests, please contact us using the contact details below.

8. Children's Privacy

Our Site is not intended for individuals under the age of 13. We do not knowingly collect personal information from children under 13. If we learn that we have inadvertently collected personal data from a child under 13, we will take steps to delete that information as soon as possible.

9. Contact Us

Please, If you ever have any questions regarding our processing of your personal data, if you have any questions or concerns about this Privacy Policy, or if you wish to exercise your rights regarding your personal information, please contact us.

Should the case arise, where you want to file a Complaint you can do that at:

FairTrans A/S
Address: Klipleve Erhvervspark 20, 6200 Aabenraa, Denmark
Company Registration #: 52839513
Phone: +45 73 68 77 00
Mail: hjh@fairtrans.com

If your complaint is not resolved by FairTrans you are always able to file a complaint at the Supervisory Authority Datatilsynet at:

Datatilsynet
Carl Jacobsens Vej 35, 2500, Valby, Denmark
Phone: +45 33 19 32 00
Mail: dt@datatilsynet.dk

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Last Updated" date. Please review this Privacy Policy periodically to stay informed about how we are protecting your information.
