

PRIVACY POLICY

This privacy policy explains how Preo ApS (collectively "we", "our" or "us") collects and processes your personal data.

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

Preo ApS
Smallegade 52E
2000 Frederiksberg
Denmark
CVR 43101684

Preo ApS can be contacted at either support@preo.live

This privacy policy applies to personal data that you provide to us in connection with a purchase on our website <https://oldgo.preo.website/festival-of-the-future-2023>, via inquiries regarding one of our products and which we collect through our website.

1. Collection of information

1.1 Your visit to

1.1.1. What data do we collect when visiting

We automatically collect data about you and your use of our website when you visit. This information is i.a., what type of browser you use, your search terms on our website, your IP address, including your network location, and information about the electronic device used. In addition to our privacy policy, our cookie policy also applies when using our website.

1.1.2. What is the purpose of collecting your personal data in connection with your visit to our website?

The purpose of the collection is to optimize the user experience and functionality on our website. Furthermore, the purpose is to use the data collected for targeted marketing, including retargeting through e.g., social media like Facebook or search engines like Google. This processing of your data is necessary so that we can take care of our interests in the ongoing work of improving and optimizing the website and show you relevant offers and goods.

1.1.3. Legal basis

The legal basis for the processing is Article 6 (1)(f) of the General Data Protection Regulation (EU 2016/679).

1.2. Your purchase on our website and your communication with us

1.2.1 What data do we collect about your purchase on our website and in your communication with us?

In connection with your purchase or communication with us, we collect the data you provide yourself. This can i.a., be your name, address, e-mail address, telephone number, payment method, information about which products you buy and possibly have returned, delivery requests, and data about the IP address that has been used in connection with the order placed on our website

1.2.2. What is the purpose of collecting personal data in connection with a purchase on our website and in your communication with us?

The purpose of collecting and processing data is that we want to abide by our agreement with you, including delivering the products you have ordered. The purpose of the treatment is also to handle your rights to return and complain and - if necessary - to be able to contact you regarding relevant information about the products you have purchased. In addition, we may use information about your purchases to comply with various legal requirements, including bookkeeping, accounting, and when withdrawing products. We collect IP addresses when placing orders on our website to take care of our interest in preventing fraud.

1.2.3. Legal basis

The legal basis for the processing is Article 6 (1) (b), (c) and (f) of the General Data Protection Regulation (EU 2016/679).

1.3. Newsletters

1.3.1. Collection of data using newsletters

When you have subscribed to the newsletter from us and third-party sellers', we collect information about your name, e-mail address, and possibly a mobile number.

1.3.2. What is the purpose of collecting data using newsletters?

The purpose is to take care of our and our third party-sellers' interest in being able to deliver newsletters to you.

1.3.3. Legal basis

The legal basis for the processing is Article 6 (1)(f) of the General Data Protection Regulation (EU 2016/679).

2. Recipients of personal data

2.1. Disclosure of your information to third-party sellers

If your order is made through a third-party seller, will we pass on information about your name, address, e-mail, telephone number, order number and possibly specific delivery requests to the third-party seller.

2.2. Disclosure of your information as part of the delivery process

If your order needs to be delivered to you, will we pass on information about your name, address, e-mail, telephone number, order number, and possibly specific delivery requests to the carrier who will be responsible for the delivery of ordered goods to you.

2.3. Disclosure of your data to external partners

We may leave your data to external partners who process the information on our behalf. These external partners can, i.a. be partners who handle the technical operation and improvements of our systems and website, sending out newsletters and targeted marketing, including retargeting and for your assessment of our company and products. The external partners are data processors, which means that they are under our instructions and process information for which we are data responsible. Written data processor agreements have been entered into for all data processors. No data processors may use the data collected for any purpose other than to fulfill the contract between us and the data processor. The data processor is subject to confidentiality.

3. Your rights

3.1. The right of access

You are always entitled to request us to provide information, including what data we have registered about you, what purpose the registration serves, what categories of personal data and recipients of data that may be, and information on where the data comes from.

You have the right to receive a copy of the personal data that we process about you. If you want a copy of your personal information, you must send a written request to support@preo.live. You will be asked to document that you are whom you pretend to be.

3.2. The right to rectification

You have the right to have incorrect personal data about yourself corrected by us. If you become aware that there are errors in the data that we have registered about you, you are encouraged to contact us in writing so that the data can be corrected. You will be asked to document that you are whom you pretend to be.

3.3. The right to delete

In certain cases, you have the right to have all or some of your personal information deleted by us, e.g., if you revoke your consent and we have no other legal basis to continue the processing. To the extent that further processing of your information is necessary, e.g. to comply with our legal obligations or for legal claims to be established, asserted, or defended, we are not obliged to delete your data. You will be asked to document that you are whom you pretend to be.

3.4. The right to limit the treatment to storage

In certain cases, you have the right to have the processing of your data limited to only storage, e.g., if you believe that the information we process about you is incorrect.

3.5. The right to data portability

In certain cases, you have the right to have personal information that you have provided to us provided in a structured, commonly used, and machine-readable format and have the right to transfer this information to another data controller.

3.6. The right to object

You have the right to object to our processing of your personal data, with a view to direct marketing, including the profiling, to target our direct marketing, as this processing is carried out on the basis of our legitimate interests, cf. 1.1. and 1.2. If you do not want us to use your personal information for direct marketing and profiling, you must delete your cookies, as described in our cookie policy.

3.7. The right to withdraw consent

You have the right to revoke the consent you have given us and forgive the processing of personal data, including for the transmission of newsletters.

3.8. The right to complain

You can always complain to a data protection authority, e.g. The Danish Data Protection Agency.

You can make use of your rights by writing to the data controller at support@preo.live

4. Deletion of personal data

4.1. Data collected in connection with your use of our website, cf. section 1.1.

Data collected about your use of our website in accordance with section 1.1., is deleted according to the rules in our cookie policy. The cookies that our website itself provides are deleted no later than one year after you last visited the site, while third-party cookies have varying expiry deadlines.

4.2. Data collected in connection with your purchase, cf. 1.2.

Data that we collect in connection with a purchase on our website, cf. 1.2., will be deleted two years after your purchase, as the right to complain about the purchased item has expired. However, we reserve the right to store the information for a longer period if we have a legitimate basis for longer storage - this may

be the case, for example, if it is necessary for a legal claim to be established, asserted, or defended, or if the storage is required to we can comply with legal requirements.

4.3. Data collected by using of newsletters, cf. 1.3

Information collected in connection with your subscription to our newsletter, cf. 1.3., will be deleted when your consent to the newsletter is withdrawn unless we have another basis for processing the information.

5. Security

5.1. Technical measures

We have implemented appropriate technical and organizational security measures against the accidental or unlawful destruction, loss, alteration, or deterioration of personal data and against the disclosure or misuse of unauthorized persons.

5.2. Employee access to your information

Only employees who have a real need to access your personal information to carry out their work have access to it.

6. Changes in our privacy policy

6.1. Right to change our privacy policy

If we make changes to our privacy policy, you will be informed of this on your next visit to our website.

Last updated: 28/04/2022