

PREGO

Frands Jensen A/S

GDPR Privacy Policy

This Privacy Policy is effective as of May 25 – 2018 and aim to give you information on how we collect and process your personal data.

The Prego Eyewear / Frands Jensen A/S website, mobile and any other means of collecting personal data are controlled by Prego Eyewear / Frands Jensen A/S referred to as "we", "us" or "our" throughout this Privacy Policy.

We are the primary data controller for the purposes of this website and our registered office is located at;

Teknikvej 69, DK-5260 Odense S, Denmark.

It is important that you read this Privacy Policy together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

We may amend this Privacy Policy at any time by posting the amended terms herein. All amended terms automatically take effect 30 days after they are posted. We will announce any material changes and their rationale to this Privacy Policy through email.

This Privacy Policy supplements the other notices and is not intended to override them.

Scope

This Privacy Policy describes our collection, use, disclosure, retention and protection of your personal data. It applies to any Prego Eyewear / Frands Jensen A/S web or mobile view where this Privacy Policy appears.

By navigating to a Prego Eyewear / Frands Jensen A/S website or mobile view, by transacting and by registering an account, you are agreeing to the terms of this Privacy Policy.

Prego Eyewear / Frands Jensen A/S is the data controller of your personal data and is responsible for the collection, use, disclosure, retention and protection of your personal information in accordance with the General Data Protection Regulation.

Collection and cookies

We collect, process and retain personal information from you and any devices you may use when you navigate to a Prego Eyewear / Frands Jensen A/S web or mobile view, by transacting, by registering an account and otherwise interacting with us.

Use

We use the personal information we collect to: provide and improve our services, provide you with a personalized experience on our sites, contact you about your account, provide you customer service, provide you with personalized advertising and marketing, and detect, prevent, mitigate and investigate fraudulent or illegal activities.

We process personal data for purchases, payments, customer support and fulfilment to enable us to perform our contract with you; where your contact details and transactional information are processed.

We retain your personal information as long as it is necessary and relevant for our operations. In addition, we may retain personal information from closed accounts to comply with legal requirements, prevent fraud and resolve disputes.

Where a legal requirement obliges the retention of personal data for a specific minimum period, we will retain data for at least that period.

When we determine the maximum retention duration of any personal data we hold we do so with regard to our legitimate interests to retain data and our obligation under GDPR to minimize data we hold with what we do hold as personal data being kept proportionate; the nature, and sensitivity of the personal data and the potential risk of harm from unauthorized use or disclosure of your personal data.

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Your rights

The General Data Protection Regulation provides for rights of access, modification and deletion of your personal information.

Disclosure and security

We may disclose your personal information. We do not disclose your personal information to third parties for marketing purposes.

We protect your information using measures that reduce the risks of loss, misuse, unauthorized access, disclosure and alteration.

We minimize the amount of personal information we disclose to what is directly relevant and necessary to accomplish the specified purpose.

In so doing we may disclose your personal information to authorized third party service providers who help us to provide our services such as:

- Payment providers to facilitate purchases
- Fulfilment providers to facilitate order management, packaging and delivery
- Marketing and advertising providers in order to personalize your experience

Where legally compelling grounds exist, we may also disclose your personal information to governmental and law enforcement agencies, and otherwise in the defense of legal claims.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Questions

If you have any questions about this Privacy Policy, please contact: webshop@pregoeyewear.dk or info@frandsjensen.dk