

# Privacy Policy

**Last updated: 02. October 2025**

Fresh Fish Company (“we”, “our”, “the Association”) is committed to protecting your privacy and handling your personal data responsibly, transparently, and in accordance with applicable Danish and EU data protection laws, including the General Data Protection Regulation (GDPR).

## 1. Information we collect

We may collect the following types of information:

- **Contact information:** Name, email address, phone number, and other details you provide when contacting us or filling out forms.
- **Organizational information:** If you represent a company, institution, or partner, we may collect your professional details.
- **Technical information:** IP address, browser type, and usage data collected automatically when you visit our website (via cookies or similar technologies).
- **Support information:** If you engage with us through sponsorship, partnership, or future donation opportunities, we may collect payment or contractual information as necessary.

## 2. How we use your information

We process personal data only for legitimate purposes, including:

- Responding to inquiries submitted via our contact forms.
- Managing relationships with sponsors, partners, and (future) donors.
- Communicating updates about our mission and activities (if you have given consent).
- Complying with legal obligations such as financial reporting, anti-money laundering, or tax requirements.
- Improving our website and services.

We do not sell, rent, or trade your personal information to third parties.

## 3. Legal basis for processing

We process personal data based on one or more of the following legal grounds:

- **Your consent** (e.g., signing up for newsletters).
- **Contractual necessity** (e.g., sponsorship or partnership agreements).
- **Legal obligations** (e.g., compliance with tax or financial regulations).
- **Legitimate interests** (e.g., to improve communication and operations).

## 4. Data sharing and transfers

- We may share personal data with trusted service providers who support our operations (e.g., web hosting, IT services), under strict confidentiality agreements.
- We may disclose data when required by law or regulatory authorities.
- We do not transfer personal data outside the EU/EEA unless adequate safeguards are in place.

## **5. Data retention**

We keep your personal data only as long as necessary for the purposes for which it was collected or as required by law (e.g., bookkeeping obligations). Once no longer needed, data will be securely deleted or anonymized.

## **6. Your rights**

Under GDPR, you have the following rights:

- Right to access your data.
- Right to rectification (correction of inaccurate data).
- Right to erasure ("right to be forgotten").
- Right to restrict or object to processing.
- Right to data portability.
- Right to withdraw consent at any time.

To exercise these rights, please contact us at [sh@freshfish.dk](mailto:sh@freshfish.dk)

## **7. Cookies**

Our website may use cookies or similar technologies to improve functionality and user experience. You can adjust your browser settings to refuse cookies, but some features may not work properly.

## **8. Security**

We take appropriate technical and organizational measures to protect personal data against loss, misuse, unauthorized access, disclosure, or alteration.

## **9. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. Any updates will be posted on this page with a revised "last updated" date.

## **10. Contact**

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

### **Fresh Fish Company**

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