

# PRIVACY POLICY

## IMPACT THE FUTURE PRIVACY STATEMENT

Impact The Future ("ITF", "we") provides the websites [impactthefuture.co](https://impactthefuture.co) and conferize website link as well as the online ticket platform available through the above-mentioned websites (the websites and the online ticket platform jointly the "ITF Services"). For these purposes, ITF may collect and process the personal data of the users of the ITF Services ("Users" or "you").

Our Privacy Statement explains what data we process, how we do that, and how you may use your rights as a data subject (e.g. right to object, right of access).

This Privacy Statement may be updated from time to time. You can find the current version on the [impactthefuture.co](https://impactthefuture.co) website. This Privacy Statement only covers data processing carried out by ITF.

In this Privacy Statement, the startup and technology conferences organized by ITF to which the ITF Services are related are referred to as the "Conference".

## 1. CONTROLLER'S CONTACT DETAILS

Name: Impact2030  
Correspondence address: Solglimt 6, 6400 Sønderborg  
E-mail: [andreas@impactthefuture.co](mailto:andreas@impactthefuture.co)

Contact person:  
Name: Andreas Nielsen  
E-mail: [andreas@impactthefuture.co](mailto:andreas@impactthefuture.co)

## 2. PERSONAL DATA PROCESSED AND SOURCES OF DATA

User personal data collected and processed by us in connection with the provision of the ITF Services can be divided into two general data categories: User Data and Technical Data.

## 2.1. USER DATA

User Data is personal data collected directly from you or from our customer organization which you represent and on behalf of which you are using the ITF Services (the "Customer Organization"). We may collect User Data from our Users in a variety of ways, including when Users register to ITF Services or subscribe to a newsletter. Further, please note that we also collect details of any transactions and payments you carry out through ITF Services.

The following User Data received from the Users in connection with the registration to the ITF Services is necessary in order to use the ITF Services:

- First name
- Last name
- Email
- Password
- Marketing opt-in or opt-out

We may also collect and process the following User Data in connection with your registration to or use of the ITF Services:

- Picture
- Information regarding interests, employer, education, professional background, and/or other information the User chooses to provide in connection with his/her public profile on the online ticket platform
- Information the User chooses to provide to other Users in the chat function available on the online ticket platform such as contact details
- Information related to transactions and payments carried out through the ITF Services
- Type of conference ticket purchased on the ITF Services
- Domicile or location
- Customer feedback and other information the User provides to us in correspondence.

In addition to the above, we may also collect User Data from our Customer Organizations when they purchase Conference tickets on the ITF Services. The User Data we collect from the Customer Organizations include

- The email address connected to the user account of the User to whom the Customer Organization addresses the ticket purchased by it.
- The Customer Organization the User represents.

## **2.2. TECHNICAL DATA**

Although we do not normally use Technical Data to identify you as an individual, you can sometimes be recognized from it, either alone or when combined or linked with User Data. In such situations, Technical Data can also be considered personal data under applicable laws and we will treat such data as personal data.

We and/or our authorized third-party service providers may automatically collect the following Technical Data when you visit or interact with the ITF Services:

- Browser type and version
- Device and device identification number
- Time spent at the ITF Services
- Interaction with the ITF Services
- URL of the website you visited before and after visiting the ITF Services
- The time and date of your visits to the ITF Services
- IP address
- operating system and the Internet service providers utilized

## **2.3. COOKIES**

We use various technologies to collect and store Technical Data and other information when you visit the ITF Services, including cookies.

Cookies are small text files sent and saved on your device that allow us to identify ITF Services' visitors, facilitate ITF Services' use, and create aggregate information about the Users. This helps us to improve the ITF Services and better serve our Users.

We also use cookies that make the use of the ITF Services easier for you, for example by remembering usernames, passwords, and (language) preferences. We also use tracking and analytics cookies to see how well our services are being received by our Users.

The cookies will not harm your device or files. We use cookies to tailor the ITF Services and the information we provide in accordance with the individual interests of our Users.

The Users may choose to set their web browser to refuse cookies or to alert when cookies are being sent. For example, the following links provide information on how to adjust the cookie settings on some popular browsers:

Safari  
Google Chrome  
Internet Explorer  
Mozilla Firefox

## **2.4. WEB ANALYTICS SERVICES**

Please note that some parts of the Services may not function properly if the use of cookies is refused.

The ITF Services use Google Analytics and other web analytics services to compile Technical Data and reports on visitor usage and to help us improve the ITF Services.

For an overview of Google Analytics, please visit [Google Analytics](#). It is possible to opt out of Google Analytics with the following browser add-on tool: [Google Analytics opt-out add-on](#).

## **3. PURPOSE AND LEGITIMATE GROUNDS FOR THE PROCESSING OF PERSONAL DATA**

### **3.1. PURPOSE**

There are several purposes for the processing of your personal data by ITF:

To provide and develop the ITF Services and to carry out our contractual obligations

ITF processes your personal data in the first place to be able to provide the ITF Services to you under the contract between you and ITF or between Customer Organization and ITF.

We use the data for example to handle your payments. If you contact our customer service, we will use the information provided to you to answer your questions or solve possible issues.

For customer communication and marketing

We process personal data for the purpose of maintaining our customer relationships with the Users and the Customer Organizations, for instance by contacting you regarding the

ITF Services and informing you of changes to the ITF Services. We use personal data for marketing and advertising the services and products provided by us, e.g. to customize the User's experience by providing the User with targeted offers and advertising information based on the information gathered from the User during his/her previous visits to the ITF Services.

### **3.1.1 FOR OUR LEGAL OBLIGATIONS**

ITF processes data to enable us to administer and fulfill our obligations under the law. This includes data processed for complying with our bookkeeping obligations and providing information to relevant authorities such as tax authorities.

### **3.1.2 FOR CLAIMS HANDLING AND LEGAL PROCESSES**

ITF may process personal data in relation to claims handling, debt collection, and legal processes. ITF may also process data for the prevention of fraud, and misuse of our services and for data, system, and network security.

### **3.1.3 FOR QUALITY IMPROVEMENT AND TREND ANALYSIS**

We may also process information about your use of the ITF Services to improve the quality of the ITF Services e.g. by analyzing any trends in the use of the ITF Services. When possible, we will do this using only aggregated, non-personally identifiable data.

### **3.1.4 LEGITIMATE GROUNDS FOR THE PROCESSING**

We process personal data to perform our contractual obligations toward the Users. Further, we process personal data based on our legitimate interest to run, maintain, and develop our business and to create customer relationships. We also process personal data based on our legitimate interest whilst fulfilling our contractual obligations towards our Customer Organizations. When choosing to use your data on the basis of our legitimate interests, we weigh our own interests against your right to privacy and e.g. provide you with an easy-to-use opt-out from our marketing communications and data transfers to Customer Organizations. We also use pseudo or non-personally identifiable data when possible.

The Users may be requested to grant their consent for the processing of personal data. Such consent requests may take place in some parts of the ITF Services. In these conferences, Users may withdraw their consent at any time.

## **4. TRANSFERS TO COUNTRIES OUTSIDE THE EUROPEAN ECONOMIC AREA**

ITF stores the Users' personal data primarily within the European Economic Area. However, we have service providers in several geographical locations. As such, we, and our service providers may transfer personal data to, or access it in, jurisdictions outside the European Economic Area or the User's domicile.

We will take steps to ensure that the Users' personal data receives an adequate level of protection in the jurisdictions in which it is processed. We provide adequate protection for the transfers of personal data to countries outside of the European Economic Area through a series of agreements with our service providers based on the [Standard Contractual Clauses](#) or through other appropriate safeguards, such as the [Privacy Shield Framework](#).

More information regarding the transfers of personal data may be obtained by contacting us at the address mentioned in this Privacy Statement.

## **5. RECIPIENTS**

We only share personal data within our organization if and as far as reasonably necessary for the purposes of this Privacy Statement, e.g. with our employees responsible for customer service and marketing. We do not share personal data with third parties outside of our organization unless one of the following circumstances applies:

### **5.1. IT IS NECESSARY FOR THE PURPOSES OF THIS PRIVACY STATEMENT**

To the extent that third parties (such as other Users of the ITF Services) need access to your personal data in order for us to perform the ITF Services, ITF has taken the appropriate contractual and organizational measures to ensure that your data are processed exclusively for the purposes specified in this Privacy Statement and in accordance with all applicable laws and regulations. Furthermore, we may provide your personal data to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in accordance with our Privacy Statement and any other appropriate obligations of confidentiality and security measures.

### **5.2. FOR LEGAL REASONS**

We may share personal data with third parties outside our organization if we have a good-faith belief that access to and use of the personal data is reasonably necessary to: (i) meet any applicable law, regulation, and/or court order; (ii) detect, prevent, or otherwise address fraud, security, or technical issues; and/or (iii) protect the interests, properties, or safety of ITF, the Users, or the public in accordance with the law. When possible, we will inform the Users about such transfers and processing.

Please note that we use the online advertising product Facebook Custom Audiences (Facebook Inc. 1601 S. California Avenue, Palo Alto, CA, 94304 ("Facebook")) to target you with advertising relating to our services and products. It is possible to opt out of such targeted advertising through your Facebook profile settings.

### **5.3. TO AUTHORIZED SERVICE PROVIDERS**

We may share personal data with authorized service providers who perform services for us (including data storage, accounting, payment, sales, and marketing service providers). Our agreements with our service providers include commitments that the service providers agree to limit their use of personal data and to comply with privacy and security standards at least as stringent as the terms of this Privacy Statement.

### **5.4. WITH EXPLICIT CONSENT**

We may share your personal data with third parties outside ITF for other reasons than the ones mentioned before when we have your explicit consent to do so. The User has the right to withdraw the above-mentioned consents at all times.

## **6. RECIPIENTS**

ITF does not store your personal data longer than is legally permitted and necessary for the purposes of this Privacy Statement. The storage period depends on the nature of the information and on the purposes of the processing. The maximum period may therefore vary per use.

Most personal data relating to a User's user account with the ITF Services will be deleted after a period of one (1) year has lapsed after ITF has deleted the user account in question. Thereafter, a part of the personal data relating to a User's user account with the ITF Services may be stored only as long as such processing is required by law or is reasonably necessary for our legal obligations or legitimate interests such as claims handling, bookkeeping, internal reporting, and reconciliation purposes. All personal data relating to a User's user account with the ITF Services

will be anonymized or deleted within a period of ten (10) years after the User has deleted its user account with the ITF Services, with the exception of personal data required in certain rare situations such as legal proceedings.

We will store the Technical Data of unregistered Users for a reasonable period, but not longer than five (5) years for the purposes specified in this Privacy Statement.

## **7. USER RIGHTS**

### **7.1. THE RIGHT TO ACCESS**

The Users have the right to access the personal data relating to them and processed by us. We give you the possibility to view certain data through your user account with ITF Services or request a copy of your personal data.

### **7.2. THE RIGHT TO WITHDRAW CONSENT**

In case the processing is based on the consent granted by the User, the User may withdraw the consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

### **7.3. THE RIGHT TO RECTIFY**

The Users have the right to have incorrect, imprecise, incomplete, outdated, or unnecessary personal data we have stored about the User corrected or completed by contacting us. You can correct or update some of your personal data through your user account in the ITF Services.

### **7.4. THE RIGHT TO DELETION**

The Users may also ask us to delete the Users' personal data from our systems. We will comply with such requests unless we have a legitimate ground not to delete the data. The such legitimate ground may be based on e.g. applicable legislation.

### **7.5. THE RIGHT TO RESTRICTION OF PROCESSING**

You may request us to restrict the processing of personal data for example when your data erasure, rectification or objection requests are pending and/or when we do not have legitimate grounds to process your data. This may however lead to fewer possibilities to use the ITF Services.

### **7.6. THE RIGHT TO DATA PORTABILITY**

The Users have the right to receive their personal data from us in a structured and commonly used format and to independently transmit those data to a third party.

## **7.7. HOW TO USE RIGHTS**

The above-mentioned rights may be used by sending a letter or an e-mail to us at the addresses set out above, including the following information: the full name, address, e-mail address, and phone number. We may request the provision of additional information necessary to confirm the identity of the User. We may reject unreasonably repetitive requests, excessive, or manifestly unfounded.

## **8. DIRECT MARKETING**

The User has the right to prohibit us from using the User's personal data for direct marketing purposes, market research, and profiling made for direct marketing purposes by contacting us at the addresses indicated above or by using the unsubscribe possibility offered in connection with any direct marketing messages.

## **9. LODGING A COMPLAINT**

The User can lodge a complaint with the local supervisory authority for data protection if the User considers the Company's processing of personal data inconsistent with the applicable data protection laws. In Denmark, the local supervisory authority is Data Protection (<https://www.datatilsynet.dk/english/>).

## **10. INFORMATION SECURITY**

We use administrative, organizational, technical, and physical safeguards to protect the personal data we collect and process. Measures include for example, where appropriate, encryption, pseudonymization, firewalls, secure facilities, and access right systems. Our security controls are designed to maintain an appropriate level of data confidentiality, integrity, availability, resilience, and ability to restore the data.

Should despite the security measures, a security breach occur that is likely to have negative effects on the privacy of the Users, we will inform the relevant Users and other affected parties, as well as relevant authorities when required by applicable data protection laws, about the breach as soon as possible.