

Privacy Policy

1. Purpose of the Privacy Policy

The purpose of this privacy policy is to make you aware of how VETNORDIC A/S (“we”, “us”) processes your personal data. With this policy, we wish to make you aware of which information is collected and processed, and how long it is stored. The privacy policy concerns the processing of personal data at VETNORDIC A/S when you enter into agreements, interact or otherwise exchange personal data with us.

2. Description of the Processing Activities

VETNORDIC A/S processes your information for one or more specific purposes and in accordance with the data protection rules. Among other things, we process your information if you are a customer with us via our webshop, are a business partner or supplier, visit our website or social media pages, contact us via our contact form, participate in our courses, subscribe to our newsletter and apply for a job with us. The information will, as an overwhelming general rule, come directly from you, and we only process your information for as long as necessary for the purpose for which it was collected. However, the information may also be processed and stored for a longer period in anonymised form.

Below you can find an overview of the different types of processing activities that we carry out.

2.1. Customer Relationship

In connection with the sale of our products within the veterinary industry, we process information about you as a contact person at our business customers and/or public authorities. We process your information in connection with the sale of our products in order to enter into and fulfil an agreement, cf. GDPR Article 6(1)(b). This information includes contact details such as name of contact person, job title, company name, CVR number, name of public authority, EAN number, address, e-mail address, telephone number, login information, purchases via webshop, payment information and purchase history.

In connection with a financial assessment, financial figures are likewise processed via CVR check. The processing likewise takes place in accordance with GDPR Article 6(1)(b).

We delete the information on an ongoing basis, however no later than 5 years from the end of the financial year to which the material relates, cf. section 12(1) of the Danish Bookkeeping Act.

In some cases, we may supplement our information about you with the information that you continuously provide to us, for example information regarding the products in which you have an interest, so that we can make our marketing as relevant to you as possible. This takes place on the basis of our legitimate interest, cf. GDPR Article 6(1)(f), as we assess that our interest in offering you the best service outweighs your interest in such ordinary information that you

provide to us not being processed. You naturally always have the possibility to gain access to such information and have it deleted. You can read more about your rights in section 4 below.

2.1.1. Account Creation

In order to make purchases via the webshop, you must create an account. In connection with account creation on the website, personal data is processed in the form of name of contact person, job title, company name, CVR number, name of public authority, EAN number, telephone number, address, e-mail address and possibly private e-mail address.

The information is transferred to our customer system, after which the information is deleted on an ongoing basis and no later than 5 years from the end of the financial year to which the material relates.

2.2. Website

2.2.1. Cookies

In connection with the ordinary operation of our website, we collect personal data about you via cookies in order to improve the appearance and user experience of the website, as well as to compile statistics. The information that we collect via cookies includes your IP address, browser type, device (type, version, operating system etc.) as well as user behaviour, including page views.

We only collect your information if you have provided consent thereto, cf. GDPR Article 6(1)(a). You may at any time withdraw your consent. You can read more about this in our cookie declaration [here](#).

2.2.2. Tracking Tools

Integrated Plugins

On our website, we also have integrated plugins from social media, which thereby have the possibility to collect data about you if you have provided your consent thereto, cf. GDPR Article 6(1)(a). In this connection, we have joint controllership with each media platform. We use integrated plugins from Facebook, Instagram, LinkedIn and YouTube.

Meta Business Tools

In order to optimise marketing on Facebook, improve customer experience and streamline the website, we use tracking tools from Meta Ireland Ltd., including Facebook Business Tools in the form of Meta Pixel. Through this, we collect data about you.

This means that when you visit our website, the tools collect information regarding your IP address, that you have visited our website, the time of your visit, page referrals, information regarding your browser, device in the form of type, version and operating system as well as

information regarding other online identifiers that have been collected via cookies. The information is processed for the purpose of targeting our marketing on Facebook.

We process your information on the basis of your consent, cf. GDPR Article 6(1)(a).

We are joint data controllers together with Meta Ireland Ltd. for the processing of personal data that is collected and transmitted in connection with your visit to our website. Meta Ireland Ltd. processes the information for its own purposes, for example improvement and streamlining of its advertising platform.

You can read more about Meta Ireland Ltd.'s processing of your personal data in their privacy policy [here](#), and about the joint controllership and the entered into joint controllership agreement [here](#).

Google Analytics

In addition to Meta Pixel, we likewise use tracking tools from Google LLC in the form of Google Analytics.

In this connection, we collect information regarding identification (user ID and device ID) as well as information regarding dimensions (IP address, age, city, country, gender, interests, language and region). Furthermore, information regarding activity (pages, clicks, downloads, forms) as well as information regarding device information (browser, OS, device (iPhone), screen resolution, engagement, time on page, "scrolling" and videos).

The processing takes place in accordance with GDPR Article 6(1)(a), i.e. your consent.

HubSpot

In order to optimise marketing, improve customer experience, streamline the website and ensure compliance as well as document consent and thereby GDPR compliance, we use the analytics tool HubSpot.

The information that we process includes identification data in the form of name, e-mail and telephone number as well as behavioural data such as open rates, clicks, purchases and web behaviour. In addition, demographic data including country, language and industry as well as purchase data in the form of history and average order size.

In addition, the analytics tool collects technical data (IP, device and browser), automation data such as flow triggers and responses as well as segmentation data in the form of active or inactive and engagement score.

Furthermore, the analytics tool is used as documentation in relation to consent data, so that both the time and source of the consent are registered.

Other Analytics Tools

In addition to the above-mentioned analytics tools, we also use Insight Tag from LinkedIn, Looker Studio for reporting and likewise Mouseflow for streamlining our website.

We only collect your personal data via the website if you have provided consent thereto, cf. GDPR Article 6(1)(a). You may at any time withdraw your consent in your browser settings or by contacting jimmy@vetnordic.com.

2.3. Social Media

We use certain social media, including Facebook, Instagram, LinkedIn and YouTube, to get in contact with our customers and potential customers, as well as to promote our marketing. If you have been in and “liked” our fan page on the social media platform or have been in contact with us through this, we inevitably process your personal data. In this respect, we only process information regarding your name and e-mail.

If you contact us via social media, we process your personal data on the basis of our interest in being able to contact you and respond to your enquiries, cf. GDPR Article 6(1)(f). The information will originate from you and the social media platform through which you contact us.

We have so-called joint controllership with the social media platforms that we use, as we both process your personal data for our own purposes. You can read more about the social media platforms’ processing of your personal data in the following:

Meta Platforms Inc.’s (Facebook and Instagram) processing of your personal data here, and about the joint controllership here.

LinkedIn Corporation’s (LinkedIn) processing of your personal data here and about the joint controllership here.

Google LLC’s (YouTube’s) processing of your personal data here.

Information processed in connection with social media that concerns direct communication via social media is deleted immediately. Posts on e.g. Facebook pages or in public groups are not deleted, as a post or comment on Facebook pages or in public groups is considered to be public areas. You can read more about public areas here. However, we reserve the right to delete inappropriate posts.

2.4. Marketing

Newsletters

We only process your personal data for marketing purposes if you have provided your consent in accordance with GDPR Article 6(1)(a), for example to receive newsletters about events, invitations and offers. The scope of our processing appears from the specific consent.

If you have consented to receiving marketing from us, we generally process information regarding name of contact person, company name, telephone number and e-mail. There is also

the possibility to write in a free text field, but we advise against writing personal data in this field unless it is relevant to the enquiry.

You have the right at any time to withdraw your consent by using the “unsubscribe” link in the newsletters that you receive as well as by sending an e-mail to jimmy@vetnordic.com or calling +45 53810719.

We store the documentation for your consent for as long as you receive marketing or participate in our marketing and for 2 years after you have withdrawn your consent, as this is necessary in order for legal claims to be established, exercised or defended.

HubSpot

We process personal data in connection with our sending of newsletters via the analytics tool HubSpot. The information that we process includes identification data in the form of name, e-mail and telephone number as well as behavioural data such as open rates, clicks, purchases and web behaviour. In addition, demographic data including country, language and industry as well as purchase data in the form of history and average order size.

In addition, the analytics tool collects technical data (IP, device and browser), automation data such as flow triggers and responses as well as segmentation data in the form of active or inactive and engagement score.

The processing takes place in accordance with GDPR Article 6(1)(a), i.e. your consent. See more about your rights in section 4.

We store your information for as long as you receive marketing material.

2.5. Job Applicants

If you apply for a job with us, we process your personal data for the purpose of assessing whether you are qualified for an existing or future position with us. We process the information that you provide to us such as name, contact details (including telephone number, e-mail and address), possibly criminal record certificate, application, CV, personal photo, information regarding competencies, education and previous employment.

We process your information in order to enter into an agreement with you regarding employment on the basis of your request for our processing of the application, cf. GDPR Article 6(1)(f). We furthermore process information in the cases where we assess that our interests in processing your personal data outweigh your interests in it not being processed, for example information collected from social media published by you or information obtained through the completion of a personality and skills test, cf. GDPR Article 6(1)(f).

If we assess that your profile matches the position, it may become relevant during the recruitment process to obtain references. The legal basis for processing will likewise be GDPR

Article 6(1)(f). When obtaining references, we naturally ensure that you are informed that references will be obtained, and from whom and when.

We share your personal data with the employees involved in the recruitment process and disclose your personal data to the companies that carry out the personality and skills test as well as any recruitment agency.

Information may be stored for up to 3 years after the end of the recruitment period for applicants who were not offered the position.

If we wish to store your application with a view to possible later employment, we will request your consent, cf. GDPR Article 6(1)(a). The storage period appears from the specific consent.

2.6. Next of Kin

We process personal data regarding next of kin in the form of name, telephone number and relation. The purpose of the processing is that we can contact the person in question in an emergency situation.

The legal basis for processing will be GDPR Article 6(1)(f), as we assess that we have a legitimate interest.

The personal data is not disclosed and is deleted again in connection with termination of employment.

2.7. Course Participation

You have the possibility to register for our courses, where in connection with the course registration we process your personal data in the form of name of contact person, job title, company/clinic, CVR number, address, telephone number, e-mail, possibly private e-mail as well as payment information. The legal basis for our processing is GDPR Article 6(1)(b).

Your information is deleted on an ongoing basis, however no later than 5 years from the end of the financial year to which the material relates.

2.8. Publication of Images

If you participate in our course, it may occur that we subsequently publish images from the course on either social media or in invitations as well as newsletters. As a general rule, these will be atmosphere images from the course, but in some cases you will be recognisable or identifiable in the images.

We process your personal data in the form of images on the basis of GDPR Article 6(1)(f), i.e. our legitimate interest. This is because we believe that we have a legitimate interest in disseminating information about the possibility of participating in our courses about, among other things, the use of our products.

You naturally always have the possibility to gain access to such information and have it deleted. You can read more about your rights in section 4 below.

We store the information for up to 3 years after participation in the course, after which it is deleted in our image archive.

2.9. Suppliers and Business Partners

When we enter into agreements with suppliers and business partners, we process information regarding their contact persons. This includes information regarding name of contact person, company name, job title, CVR number, address, telephone number, e-mail and, where necessary, payment and/or banking information.

The information is processed either because it is necessary for the fulfilment of the agreement with the supplier or business partner in question, cf. GDPR Article 6(1)(b), or because, as part of the agreement, we have a legitimate interest in processing the contact information of the person in question, cf. GDPR Article 6(1)(f).

We store relevant contact information throughout our cooperation, however it is deleted no later than 5 years after termination of the contract. Written correspondence is deleted on an ongoing basis, and information that is necessary to fulfil our obligations under the Danish Bookkeeping Act is stored for 5 years from the end of the financial year to which the material relates.

3. Recipients of Personal Data

We process your personal data confidentially, and as a general rule we do not disclose the information to third parties. However, we may disclose your personal data if you have provided your consent, if we have a legitimate interest in the disclosure or if we have a legal obligation.

Personal data is disclosed between VETNORDIC A/S and our sister company Akselsens Agenturer, which is located in Norway, for internal administrative purposes. The disclosure takes place in accordance with GDPR Article 6(1)(f), cf. recital 48, as a data controller that is part of a group may have a legitimate interest in disclosing personal data within the group for administrative purposes. Norway is an EEA country, which is why no transfer to a third country takes place, cf. the Danish Data Protection Agency.

We may entrust personal data to our system suppliers, who process personal data on our behalf and according to our specific instructions pursuant to the entered into data processing agreement.

In some cases, we use data processors outside the EU/EEA, whereby personal data may be transferred to third countries, among other things in connection with our use of cloud solutions. In this respect, we use a valid transfer basis, either the EU-U.S. Data Privacy Framework or Standard Contractual Clauses before we transfer the personal data. If we use Standard Contractual Clauses, an individual assessment is always carried out regarding the need for

supplementary measures. You can contact jimmy@vetnordic.com to obtain information regarding the specific legal basis for processing in that connection.

4. Your Rights

When we collect information about you, you have a number of fundamental rights under the personal data rules which you may make use of. You can read more about your rights on the Danish Data Protection Agency's website [here](https://www.datatilsynet.dk).

The above-mentioned rights may be subject to conditions and limitations. Whether you, as a data subject, can request, for example, to have your personal data deleted will in all cases depend on a concrete assessment.

If you have provided your consent to our processing of your information, you have the right at any time to withdraw this consent.

If you are dissatisfied with our processing of your personal data, you may lodge a complaint with the Danish Data Protection Agency via their website www.datatilsynet.dk or by calling telephone number 33 19 32 00.

5. Contact Information

The company responsible for processing your personal data is:

VETNORDIC A/S

CVR No.: 43145975

Nyvang 15

5500 Middelfart

E-mail: jimmy@vetnordic.com

We have appointed Jimmy Vejlemark as internal personal data coordinator. If you have questions regarding our processing of your personal data, you may therefore contact Chief Digital Officer Jimmy Vejlemark at jimmy@vetnordic.com.

6. Changes

We reserve the right to update and change these guidelines for the processing of personal data. In the event of significant changes, we will contact you by e-mail or visible notice on our website.

This privacy policy was last amended on 10.3.2026.