



## **Data protection declaration**

Thank you for your interest in our products and services. The protection of your privacy is very important to us. Below you will find details about the handling of your data according to Art. 13 GDPR General Data Protection Regulation.

This data protection declaration applies to all websites and online shops operated by Avery Nordic, Valdemarshaab 11, 1. sal. 4600 Køge, Danmark. CVR-nr. 15512415. SE-Nummer 33488580 and informs about the procedures used in the interest of data protection. It explains which data is collected and for what purposes, how it is processed and how it is used.

### **1. Access data and hosting**

You can visit our website without providing any personal information. Each time a website is called up, the web server automatically saves a so-called server log file which, for example, contains the name of the requested file, your IP address, date and time of the request, the amount of data transmitted and the requesting internet service provider and/or the documents you are calling up.

These log files are evaluated exclusively for the purpose of ensuring trouble-free operation of the site and improving our services. This serves to protect our legitimate interests in a correct presentation of our offer, which predominate within the scope of a balancing of interests. All log files will be deleted no later than ten days after the end of your visit to the site. If you use our design software Design & Print Online, we delete this data after 21 days.

#### **Third-party hosting services**

Within the framework of processing on our behalf, third-party providers provide us with hosting and website presentation services. This serves to protect our legitimate interests in a correct presentation of our offer, which predominate within the scope of a balancing of interests. All data collected in the context of the use of these websites or in the forms provided for this purpose in our online shops as described below are processed on its servers. Processing on other servers only takes place in the framework described here.

These service providers, including the server locations, are located within countries of the European Union or the European Economic Area.

### **2. Data collection and use for contract processing and when opening a customer account**

We collect personal data when you voluntarily provide it to us in connection with your order, when contacting us (e.g. via contact form or e-mail) or when opening a customer account. Mandatory fields are marked as such, since in these cases we require the data for contract processing, or for processing your contact or opening of the customer account, and you cannot



complete the order and/or the account opening or cannot send the contact without that information. Which data is collected can be seen from the respective input forms. We use the data provided by you to process contracts and your enquiries. After complete processing of the contract or deletion of your customer account, your data will be restricted for further processing and deleted after expiry of the storage periods under tax and commercial law, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration. The deletion of your customer account is possible at any time and can take place either via a message to the contact details described below or via a function intended for it in the customer account.

### **Use of the Avery Design & Print Online Software**

When using our free online software for designing and printing labels, business cards, etc., you will be able to design and print your own designs. We offer you an optional and voluntary way to create an account. Your advantage of using this free account is the possibility to store all your design projects centrally on our servers. You have the benefit to access these projects at any time and from any computer connected to the Internet. If you ever need assistance with your design, our customer service can also download your file from this central server to provide the assistance you have requested. We also reserve the right to anonymously evaluate the designs you have saved for market research purposes so that we can tailor our future product range even better to your needs.

In the course of signing up for a personal, online account within our Design & Print services, we will obtain and store personal data from you for contractual reasons so that we can store saved projects on your behalf. This data includes your designs and account details. Your email address will act as your account ID. We ask for your name so that we can welcome you to the site and so you know that you are logged in. We will not use your data for direct marketing communications, unless you have opted in to receive our newsletter.

Your data is stored on our secured servers and is accessible to selected Avery Nordic employees, such as consumer service agents for the provision of technical support. We may, if requested by you, view and edit your saved projects in order to optimise or correct your designs for printing. In addition, Avery Nordic may view your saved projects from time to time for New Product Development purposes. We will never share your personal data or designs with third parties and will delete all stored data once it is no longer needed.

Accounts that are inactive for 3 years will be flagged for deletion. If no activity occurs for an additional 12 months (48 month total), your data and designs may be purged in order to protect the privacy of your personal information.

If you would like to delete your account at any time please contact [nordic@avery.com](mailto:nordic@avery.com) along with requests for any projects you wish to take with you. If you need to change or correct your information you can do this via [nordic@avery.com](mailto:nordic@avery.com)

By signing up for an Avery Design & Print account, you confirm that you have read this privacy policy, that you are over 18 years of age and that you consent to us having access to your designs.

### **3. Data transfer**

Updated 18.05.2018



For the fulfilment of the contract we pass on your data to the shipping company commissioned with the delivery, as far as this is necessary for the delivery of ordered goods. Depending on which payment service provider you select in the order process, we pass on the payment data collected for the processing of payments to the credit institution commissioned with the payment and, if applicable, to payment service providers commissioned by us or to the selected payment service. In some cases, the selected payment service providers also collect this data themselves if you create an account there. In this case, you must log in to the payment service provider with your access data during the ordering process. The data protection declaration of the respective payment service provider applies in this respect.

#### **Data transfer to shipping service providers**

If you have given us your express consent to this during or after your order, we will pass on your e-mail address and telephone number to the selected shipping service provider on the basis of this so that the latter can contact you before delivery for the purpose of notification or coordination of delivery.

Consent can be revoked at any time by sending a message to the contact option described below or directly to the shipping service provider at the contact address listed below. After revocation, we will delete your data provided for this purpose, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

GLS Denmark A/S, Kokmose 3, 6000 Kolding, Danmark, CVR 10 54 97 44

## **4. e-mail newsletter and postal advertising**

### **E-mail advertising with registration for the newsletter**

If you subscribe to our newsletter, we will use your data to regularly send you our e-mail newsletter in accordance with your consent.

After your registration you will receive an e-mail from us asking you to confirm your registration again. Only then will you receive further e-mails from us. We have opted for this double opt-in procedure because data protection is important to us. We want to make sure that your e-mail address has not been registered with us by a third party.

In the context of the newsletter dispatch we store the contact data, which you gave us. In order to provide you with the best possible information and to send you suitable product and service offers, we also determine and store opening and click data. This serves to protect our legitimate interests in an optimized presentation of our offer, which predominate in the context of a balancing of interests.

You can unsubscribe from the newsletter at any time and either by sending a message to the contact option described below or via a link provided for this purpose in the newsletter. After deregistration, we delete your e-mail address unless you have expressly consented to further



use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

The newsletter is sent within the framework of a processing on our behalf by a service provider to whom we pass on your e-mail address for this purpose.

This service provider is located within the Federal Republic of Germany.

### **Postal advertising and your right of objection**

Furthermore, we reserve the right to use your first and last name as well as your postal address for our own advertising purposes, e.g. to send offers and information about our products by post. This serves to protect our legitimate interests in an advertising approach to our customers, which outweigh our interests.

The advertising mailings are processed on our behalf by a service provider to whom we pass on your data. You can object to the storage and use of your data for these purposes at any time by sending a message to the contact option described below.

## **5. Use of data for payment processing**

### **Credit assessment**

If we make advance payments, e.g. for purchase on account or direct debit, it is necessary for the conclusion of the contract to obtain identity and creditworthiness information from specialized service companies (credit agencies). This serves to protect our legitimate interests, which predominate when weighing up interests, in minimising payment defaults. We may transfer your personal data required for a credit check to one of the following companies:

Det centrale virksomhedsregister: <https://datacvr.virk.dk/data>

Appropriate measures to protect your rights, freedoms and legitimate interests will be taken into account. You have the opportunity to make your views known and to challenge the decision by contacting the contact person described below.

## **6. Cookies and web analysis**

To make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research purposes, we use so-called cookies on various pages. This serves to protect our legitimate interests in an optimized presentation of our offer, which predominate in the context of a balancing of interests. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other



cookies remain on your device and enable us to recognize your browser on your next visit (persistent cookies). You can see the duration of storage in the overview in the cookie settings of your web browser. You can set your browser in such a way that you are informed about the setting of cookies and decide individually about their acceptance or exclude the acceptance of cookies for certain cases or generally. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find these for the respective browsers under the following links:

[Internet Explorer™](#)

[Safari™](#)

[Chrome™](#)

[Firefox™](#)

[Opera™](#)

**If cookies are not accepted, the functionality of our websites may be limited. These include our free online design tools such as Design & Print Online as well as the ordering functionality in our online shops.**

### **Use of Google Analytics for web analysis**

For website analysis, our websites use Google Analytics 360, a web analysis service of Google LLC (www.google.com). This serves to protect our legitimate interests in an optimized presentation of our offer, which predominate in the context of a balancing of interests. Google Analytics 360 uses methods that enable an analysis of your use of our websites, such as cookies. The automatically collected information about your use of our website is usually transferred to a Google server in the USA and stored there. By activating IP anonymization on our websites, the IP address is reduced prior to transmission within the member states of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The anonymous IP address transmitted by your browser within the framework of Google Analytics is not merged with other Google data.

Google LLC is headquartered in the USA and is certified under the EU-US Privacy Shield. A current certificate can be viewed here. As a result of this agreement between the US and the European Commission, the latter has established an adequate level of data protection for companies certified under the Privacy Shield.

You can prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=en>

As an alternative to the browser plugin, you can click this link to prevent Google Analytics 360 from collecting data on this website in the future. An opt-out cookie is stored on your mobile device. If you delete your cookies, you must click the link again.



## **Use of Crazy Egg for web analysis**

For website analysis our websites use Crazy Egg, a web analysis service of Crazy Egg Inc. This serves to protect our legitimate interests in an optimized presentation of our offer, which predominate in the context of a balancing of interests.

Crazy Egg uses methods that enable us to analyze your use of our websites, such as cookies and other technologies. The automatically collected information about your use of our websites is usually transferred to a Crazy Egg server in Ireland (EU) and stored there. Interactions with the website are recorded anonymously (especially IP address of the device in anonymized form, screen size, device type (unique device identifiers), information about the browser used, location (country only), language preferred for displaying our website). This creates a protocol of e.g. mouse movements and clicks with the aim of pointing out possible improvements to the respective website. In order to exclude a direct personal relationship, IP addresses are only stored and processed anonymously. In addition, information about the operating system, browser, incoming and outgoing links, geographical origin, as well as resolution and type of device are evaluated for statistical purposes. The information is neither used by Hotjar nor by us to identify individual users or combined with other data about individual users. For more information, please see Hotjar's privacy policy [here](#).

You can deactivate the collection of data generated by the cookie and related to your use of the website (including your IP address) via [this link](#). You can also contact the Digital Advertising Alliance to find out how to set cookies and to make the relevant settings.

## **7. advertising via marketing networks**

### **Google AdWords / Google Remarketing**

We use Google Adwords to advertise our websites in Google search results and on third-party websites. When you visit our website, Google uses the so-called remarketing cookie, which automatically uses a pseudonym CookieID and, based on the pages you visit, enables interest-based advertising. This serves the protection of our legitimate interests in an optimal marketing of our websites.

Any additional processing will only take place if you have agreed with Google that your web and app browsing history will be linked to your Google Account and information from your Google Account will be used to personalise ads you see on the web. In this case, if you are logged in to Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. To this end, Google temporarily links your personal data with Google Analytics data to form target groups.

Google AdWords Remarketing is a service of Google LLC ([www.google.com](http://www.google.com)). Google LLC is headquartered in the USA and is certified under the EU-US Privacy Shield. A current certificate can be viewed [here](#). As a result of this agreement between the US and the European Commission, the latter has established an adequate level of data protection for companies certified under the Privacy Shield.

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You can disable the remarketing cookie via this link. You can also contact the Digital Advertising Alliance to find out how to set cookies and to make the relevant settings.

### **bing Ads / bing Universal Event Tracking**

Through bing we advertise our websites in the bing search results as well as on the websites of third parties. For this purpose, when you visit our website, bing sets a so-called remarketing cookie, which automatically uses a pseudonymous cookie ID and enables interest-based advertising on the basis of the pages you visit. This serves the protection of our legitimate interests in an optimal marketing of our websites.

Bing Ads technologies are used to collect and store data from which user profiles are created using pseudonyms. This is a service of Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. This service enables us to track the activities of users on our website when they come to our website via ads from Bing Ads. If you access our website via such an advertisement, a cookie is placed on your computer. A Bing UET tag is integrated on our website. This is a code used in connection with the cookie to store some non-personal data about the use of the website. This includes the time spent on the website, which areas of the website were called up and via which display the users accessed the website. Information about your identity is not collected.

The information collected is transmitted to Microsoft servers in the United States and stored there for a maximum of 180 days. You can prevent the collection of data generated by the cookie and related to your use of the website and the processing of this data by deactivating the setting of cookies. This may restrict the functionality of the website.

In addition, Microsoft may be able to track your usage across multiple electronic devices through cross-device tracking, enabling you to display personalized advertising on or in Microsoft Web pages and apps.

For more information on Bing Ads' analytics services, please visit the [Bing Ads website](#). For more information about Microsoft and Bing's privacy practices, please see Microsoft's privacy policy (<https://privacy.microsoft.com/en-US/privacystatement>). You can obtain information about the setting of cookies from the Digital Advertising Alliance and make the relevant settings.

You can prevent the collection of data generated by the cookie and related to your use of the website and the processing of this data by Microsoft by clicking on the following link <http://choice.microsoft.com/en-US/opt-out> and declaring your objection.

## **8. Social Media**

Our websites offer links to social networks.

In order to increase the protection of your data when you visit our website, these links are not fully integrated into the page as plugins, but only using an HTML link. This integration guarantees that no connection with the servers of the provider of the respective social network is established when calling up a page of our websites containing such links.

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Click on one of the buttons, a window calls up the page of the respective service provider, on which you can (if necessary after entering your login data) e.g. press the Share button.

The purpose and scope of the data collection and the further processing and use of the data by the providers on their pages as well as the possibility of contact and your relevant rights and setting options for the protection of your privacy can be found in the data protection information of the providers.

<https://www.facebook.com/policy.php>

<https://www.linkedin.com/legal/privacy-policy>

### **Youtube Video Plugins**

On our web pages own contents (and if necessary third) are merged over Youtube video Plugins. This content is provided by Google LLC ("Provider"). Youtube is operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google").

For videos from Youtube, which are integrated on our site, the extended data protection setting is activated. This means that no information from website visitors is collected and stored on YouTube unless they play the video.

The purpose and scope of the data collection and the further processing and use of the data by the providers as well as your relevant rights and setting options for the protection of your privacy can be found in the data protection information of Google:

<https://policies.google.com/privacy?hl=en&gl=uk>

## **9. Contact possibilities and your rights**

You have a right to free information about your personal data stored by us and, if applicable, a right to correction, restriction of processing, data transferability or deletion of this data.

If you have any questions regarding the collection, processing or use of your personal data, information, correction, blocking or deletion of data or revocation of any consent given or objection to a specific use of data, please contact our company data protection officer:

Avery Nordic  
FAO Data Protection Officer, Financial Manager Claus Christensen  
Valdemarshaab 11, 1. sal, 4600 Køge, Denmark  
Phone: +45 70 10 18 00  
E-mail: [nordic@avery.com](mailto:nordic@avery.com)

In addition, you have a right of appeal at the respective data protection supervisory authority.





If you have specific questions about our other services and online-shop offers, you can also contact us directly: on [nordic@avery.com](mailto:nordic@avery.com) or på telefon +45 70 10 18 00. Kontoret er åbne på hverdage fra 8:30 til 15:00.

### **Right of objection**

Insofar as we process personal data as described above in order to protect our legitimate interests, which predominate within the scope of a balance of interests, you can object to this processing with effect for the future. If the data is processed for direct marketing purposes, you can exercise this right at any time as described above. If the processing takes place for other purposes, you are only entitled to a right of objection if there are reasons arising from your particular situation.

After exercising your right of objection, we will not process your personal data further for these purposes, unless we can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or if the processing serves to assert, exercise or defend legal claims.

This does not apply if the processing is for direct marketing purposes. Then we will not process your personal data for this purpose.