PRIVACY POLICY

MapUs / Center for Digital Dannelse

JUNE 2024

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Version: 2.0

Welcome

MapUs is a website showcasing our product “The Digital Competence Wheel”

The relevant personal data legislation that currently apply to the processing of personal data are regulated in the General Data Protection Regulation (Regulation No. 2016/679 of 27 April 2016)

This privacy policy concerns the processing of personal data in cases where we are either the data controller or data processor in relation to visiting our website and using our webbased platform: *https://mapus.io* or https://digital-competence.eu/dc/en/.

In this regard, we are obliged, cf. General Data Protection Regulation (hereinafter "GDPR") Article 13, to inform you as a data subject about the rights and other relevant information you have the right to know.

1. **Who processes your personal data?**

   Center for Digital Dannelse ApS (hereinafter "us" and "we") owns the digital competence wheel and are in most cases the data processors on behalf of our customers. If you are using the free trial version we are the Data Controllers and you can contact us by the contact information down below.

   If you don’t know who to contact we invite you to contact us by using the following contact information.
   Address: Vesterbrogade 14A, 2nd floor
   Postal Code: 1620 Copenhagen
   Country: Denmark
   CVR: 39607581
   Mail: dd@digitaldannelse.org
   Phone: +45 71 74 38 36
   DPO: Anders Skov

2. **What personal data are we processing**

   Personal data includes any information about an identifiable person.

2.1 Website

We process personal data after visiting our website. This will include location data and IP address.

2.2 Newsletters

If you agree to receive newsletters, we will process your email in this regard.

2.3 Survey (The Digital Competence Wheel/MapUs) – Business to Business

If you choose to engage in a contract with Digital competence wheel/MapUs you will engage in a Data Processing agreement (https://digital-competence.eu/dc/en/legal/17afV8Oa3wAWL8YcxGO976Uns-KYIdrorm0eWbTyatM0).

When using MapUs/ Digital competence wheel, we will process your name, email, workplace/organization. In addition, we process the personal data that you choose to enter in the free text field.

2.4 Survey (The Digital Competence Wheel/MapUs) – Free trial

If you are using MapUs/ Digital competence wheel as a free user we will ask you for your name, email, workplace/organization.

3 Purpose of processing your personal data

3.1 Website

The purpose of processing your personal data when visiting the website is to improve our content and functions. If you do not want us to collect your personal data, you should delete your cookies.

3.2 Newsletters

The purpose of sending out newsletters is our interest in advertising and in sending out marketing material.

3.3 Survey (The Digital Competence Wheel /MapUs) – Business to Business

If you wish to continue your subscription after the end of the trial period, the purpose is to fulfil the contract between us and you.

3.4 Survey (The Digital Competence Wheel/MapUs) – Free trial

The purpose of the processing of personal data in cases where you sign up for our free trail is to fulfill the implementation of measures taken at your request prior to engaging in a contract.

4 Our legal basis for processing your personal data

We do not process sensitive personal data according to GDPR Article 9.

4.1 Website

When visiting our website, the relevant legal basis is GDPR Article 6(1)(a) and (f).

Your consent pursuant to Article 6(1)(a) can always be withdrawn. When visiting our website, this is done by changing the settings regarding Cookies. In some cases we keep your personal data. If we do so, the legal basis is GDPR Article 6(1)(f).

Our legitimate interest according to Article 6(1)(f) is improvements to our website, which is why personal data for this purpose can be processed even if any consent is withdrawn.

4.2 Newsletters

Our legal basis for sending out newsletters is GDPR Article 6(1)(a).

You can unsubscribe newsletters in the newsletters you receive from us.

4.3 Survey (The Digital Competence Wheel/MapUs) – Business to Business

Our legal basis for processing your data when entering into an agreement with us is GDPR Article 6(1)(b).

4.4 Survey (The Digital Competence Wheel/MapUs) – Free trial

when you subscribe to a free trial our legal basis is GDPR Article 6(1)(f). If you continue to engage into an agreement the legal basis change to GDPR Article 6(1)(b).

5 Who do we share your personal data with?

We share your data with the following third parties/sub-processor(s)

Name	Address	Description of processing
DLX A/S	Hammerhusvej 16C DK-7400 Herning Denmark	Used for storage and hosting of the webbased platform.
Sendinblue SAS (Brevo)	106 boulevard Haussmann, 75008 Paris, France	Used for storing and communicating to emails you have provided.

6 Cookies we use

6.1 Our Website uses cookies. A cookie is a small text file that can be used by Websites to make the user's experience more efficient. Cookies allow the Website to recognize your computer, gather information about which pages and features are visited with your browser and make sure the Website is technically functional. Cookies are the only way to make the site function as intended. Cookies are used by virtually all websites.

6.2 The law states that we can store cookies on your device if they are strictly necessary for the operation of our Site. For all other types of cookies, we need your permission.

You can at any time change or withdraw your consent from the Cookie Declaration on our Website.

6.3 The Site uses both first-party cookies (which are created by the visited website) and third-part cookies (which are created by a server, placed outside our Site's domain).

6.4 The different types of cookies that might be used on the Site:

6.4.1 Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies

6.4.2 Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in

6.4.3 Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously

6.4.4 Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers

6.5 Cookies we use on MapUs.IO :

6.5.1 PHPSESSID: These cookies are generated by applications based on the PHP language. This is a general-purpose identifier used to maintain user session variables. Expires after 10 hours.

6.5.2 Prism_611059676: This cookie is necessary for the site to work. Expires after 1 month.

6.5.3 YSC: This cookie is set by YouTube to track views of embedded videos. Expires after ended session

6.5.4 VISITOR_INFO1_LIVE: This cookie is set by YouTube to keep track of user preferences for YouTube videos embedded in sites. It can also determine whether the website visitor is using the new or old version of the YouTube interface. Expires after 6 months.

6.5.5 ac_enable_tracking: This cookie is set by Active Campaign to confirm that tracking has been enabled for the website. Tracking is used to create reports on our web traffic. Expires after 1 month.

6.5.6 cookie_notice_accepted: The Website stores your accept of cookies via a cookie. Expires after 1 year

6.6 Cookies we use on the digital competence wheel platform

6.6.1 When answering the questionnaire, the Website stores cookies that help the server register and link your answers, as well as the questions you have already answered.

6.6.2 The site can contain videos embedded on the page via YouTube, Vimeo or other video services that use cookies to detect which video is displayed and how much of the video you have seen. These cookies expire after 1-2 years.

6.6.3 Administrators logging on to the Site are authenticated via a cookie: token.

6.6.4 The Website identifies the appropriate survey, template, language, and setup via four cookies: survey_id, template_id, lang_id, and setup_id.

6.6.5 The Website stores your acceptance of cookies via a cookie: cookieAccept. Th

7 How long do we keep your personal data?

We delete your personal data that is registered with us when it is no longer necessary for the purpose or purposes for which the data was collected and processed.

7.1 Website

Our legal basis for storing and processing your personal data is consent. We reserve the right to process and store your personal data even if you withdraw your consent. Our legal basis for this is our legitimate interest according to GDPR Article 6(1)(f). Our specific purpose is the improvement of our websites. If your data is used for this purpose, it will be deleted when our legitimate interest is no longer applicable.

7.2 Newsletters

We store and process your personal data as long as we have your consent. If you withdraw it, we reserve the right to a deletion period of 2 months.

7.3 Survey (The Digital Competence Wheel/MapUs) – Business to Business

In cases where we are the data processor, if no obligation or instruction has been provided by the data controller to erase or delete the personal data, we as the data processor may keep the personal data for up to 12 months after termination.

7.4 Survey (The Digital Competence Wheel/MapUs) – Free trial

In cases where you choose not to continue your subscription, we will retain your personal data for up to 3 months afterward. If you wish to continue the collaboration, your personal data will be processed and stored for the duraion of

the contract. Upon termination, we reserve the right to a deletion period of up to 3 months.

Regardless of the deletion deadlines in this privacy policy or those specified in a data processing agreement, we will retain account data for the period required by national or international legislation. This includes the information we must keep according to tax and accounting regulations.

8 Your rights

The GDPR gives you several rights in relation to our processing of the information about you. These rights depend on the legal basis cf. Article 6, which is why in some cases you are not entitled to all of them.

If you want to exercise your rights, please contact us. You can see our contact information in section 1.

Your rights are:

Right to see information (Right of access)

Regardless of which legal basis we use, cf. section 4, you always have the right to access the information we process about you.

Right to rectification (Correction)

Regardless of which legal basis we use, cf. section 4, you always have the right to rectification.

You have the right to have incorrect information about yourself corrected so that it is correct.

Right to erasure

You have the right to have information about you deleted before the date of our general rules on deletion, cf. section 6, occurs.

However, we may be bound by a legal obligation not to delete your information, cf. section 6 on, for example, the Annual accounting act.

Right to restriction of processing

Regardless of which legal basis we use, cf. section 4, you always have the right to have the processing of your personal data restricted.

We only use your personal data for the purposes described above in section 3.

Right to object

In certain cases, you have the right to object to our processing of your personal data. This does not apply in cases where the legal basis is GDPR Article 6(1)(b) or in cases where we are legally obliged to store and process your personal data.

Right to data portability

You have the right to receive a copy of your personal data.

However, this does not apply in cases where the legal basis is GDPR Article 6(1)(f).

Right to withdraw your consent

In cases where the processing is based on consent, you can withdraw your consent at any time.

If you choose to withdraw your consent, it will not affect the lawfulness of our processing of your personal data based on previous consent and up to the time of your request for withdrawal. This means that if you withdraw your consent, it will only take effect from this point on.

9 Complaints

You can complain to the Danish Data Protection Agency at any time.

We recommend that you file a complaint to us before filing a complaint to the Danish Data Protection Agency. In most cases the data protection authority wont handle your complaint before you can document that you have complained to us.

You can read more about this on www.Datatilsynet.dk

Or contact them here:

Address: Carl Jacobsens Vej 35

Postal Code: 2500 Valby

Country: Denmark

Tel. +45 33 19 32 00

Mail: dt@datatilsynet.dk