

# UNLEASH Privacy Policy

## 1 Introduction

This Privacy Policy describes how UNLEASH ("We", "Our", or "Us") processes your personal information according to your relationship with UNLEASH.

You are encouraged to read this privacy policy carefully.

## 2 Data Controller

The entity responsible for the processing of your personal information is:

UNLEASH  
H.C. Andersens Boulevard 35  
1553 København V  
Denmark  
Company No.: 37664251  
[contact@unleash.org](mailto:contact@unleash.org)

## 3 Data Protection Officer

Fabian van Oevelen  
UNLEASH Partnership Coordinator  
Email: [fo@unleash.org](mailto:fo@unleash.org)

## 4 Purposes of the processing of personal data

### **When you visit UNLEASH' website; business development and optimisation of user experience and website**

When you use our website, cookies are used to collect personal data about your behaviour. This includes various social media plugins, which makes it easier for you to share content from our website on Facebook, LinkedIn, Twitter, etc.

We process your personal data to optimise the user experience on our websites; to optimise the services offered by us; and to compile statistics relating to the use of our website. For more details see our [Cookie Policy](#).

Third-party cookies are also used, inter alia to remember your settings; for traffic measurement; to show you targeted advertisements; to track your use of the website; and for statistical purposes. For these types of processing, UNLEASH will in some cases be a joint controller with the provider of the third-party cookie(s). You can read more about this, and also find links to the relevant third parties' own privacy policies in the cookie overview in UNLEASH's [Cookie Policy](#) under "Cookies" at the bottom of the website.

You may withdraw or change your consent at any time by rejecting cookies in the cookie overview or by blocking cookies in your browser.

### **When you mention or interact with UNLEASH on the internet, e.g. social media**

Your personal data are collected when you visit our pages on social media, when you tag or mention UNLEASH, our brand etc. on the internet, including on social media, and when you communicate with us in this context.

We have profiles on Facebook, Twitter, LinkedIn and Instagram.

Together with Facebook, we are joint data controller for the collection of personal data about you, when you visit our Facebook page. You can read more in the agreement on joint data controllership [here](#).

Your personal data are also processed as described in [Facebook's cookie and privacy policy](#).

**When you receive marketing communications, newsletters and press releases etc.**

Your personal data are used for marketing-related purposes, including

- to target our communication with you based on your areas of interest and focus;
- to send you relevant marketing information in the form of newsletters about UNLEASH events, news etc.

**When you apply for and participate in any of UNLEASH' events or arrangements**

Your personal data may be collected and processed in connection with your participation in an event or arrangement held by UNLEASH to manage your registration and participation etc.

Personal data submitted for one or more of our opportunities, scholarships or to register for UNLEASH Innovation Lab will be used to determine your eligibility for the programme and to provide you with information about the programme for which you have applied.

Additionally, if you participate in an event that includes food and beverages, we may also process your food preferences to serve food that you prefer to eat.

**When you are a part of the UNLEASH community**

When you attend UNLEASH Innovation Lab as a talent, you become part of the UNLEASH Community, which entitles you to certain 'talent benefits' including the right to apply for opportunities reserved for UNLEASH alumni. To attend the UNLEASH Innovation Lab as a talent, you must register a personal profile on an event registration site as well as the [UNLEASH Community Platform](#).

Profiles include a messaging function which enables profile holders to send messages between accounts. When you receive a profile message, our website will send you an email notification. If you do not wish to be able to send or receive profile messages, uncheck all options in the "Email Notifications" section of your Account Details. You can access this section by clicking on "My Settings" in the user dropdown menu in the top-right corner. [You must be logged in to access your settings.](#)

The personal data on your profile is used by the UNLEASH Secretariat and UNLEASH volunteers to contact you about UNLEASH opportunities, which may be relevant for you. Contact from the community team will primarily come by email or through the community platform. If you are an UNLEASH talent and you do not wish to be contacted by UNLEASH, please let us know by contacting us at [contact@unleash.org](mailto:contact@unleash.org).

**When you contact our customer service**

We process your personal data in connection with responding to your inquiries, including complaints.

## 5 Categories of personal data

Ordinary categories of personal data

- Personal information and details, such as name, email address, country, language(s) you speak
- Pictures for marketing activities
- IP-address and geographical location
- The organisation you currently work with
- Year and theme of participation in UNLEASH Innovation Lab
- Links to your profile on social media, such as Facebook, LinkedIn, Twitter and Instagram.

## 6 Sources

We collect your personal data from the following sources:

- Directly from you
- Online sources, e.g. social media that are publicly available

## 7 Legal bases for the processing

We process your personal data as described on the following legal bases:

### Article 6.1.b: necessary for the performance of a contract

- When you apply for an UNLEASH opportunity or scholarship, or register to attend UNLEASH Innovation Lab, you enter into a contract which requires UNLEASH to review the content of your application/registration, contact you regarding the outcome of your application/registration and provide you with information necessary for you to take part in the activity for which you have applied.

### Article 6.1.f: necessary for the pursuit of Our legitimate interest

- in operating and optimizing our website, as well as business and product development;
- in retaining the data, you submit as part of your alumni profile in order to determine that you are eligible for alumni benefits when you apply for them.
- in marketing activities, including events or arrangements, managing registrations and participations, and serving food that the participants prefer to eat.
- in sending out newsletters to inform members of news and upcoming events
- in marketing activities such as the use of pictures from events or arrangements
- in customer service, in responding to your inquiries, establishing and maintaining contact and communication with our participants etc., as well as handling claims and complaints

## 8 Recipients

We can share your personal data with suppliers and vendors that we work with to assist our organisation (meaning service providers, technical support, supply services, etc.)

Many opportunities and scholarships are run in collaboration with third party organisations and, when you apply for these schemes, it may sometimes be necessary for UNLEASH to share your information with those organisations so that partners can determine your eligibility for the programme. If it is necessary for UNLEASH to share your application information, we will explicitly share this information on the application form or in our outreach email.

Pictures, video etc. recorded for the purpose of promoting the organisation, events etc. will be shared with the public on our website and social media.

UNLEASH will never provide your personal information to a third party for marketing purposes without your explicit consent.

If you attend UNLEASH Innovation Lab as a talent, a select amount of the information you provide, will be displayed publicly on your online talent profile. If you do not wish your profile to be publicly viewable, please send your request by email to [contact@unleash.org](mailto:contact@unleash.org).

## 9 Data retention

**Website:** Information about your use of UNLEASH's website, etc. is retained for up to two years. The exact retention period depends on the individual cookie. See also UNLEASH's [Cookie Policy](#).

**Social media:** Deletion of the personal data that we receive in connection with your communication with us on social media, including on our Facebook and Instagram pages, depends on the contents of the communication, see the other retention periods specified in this Privacy Policy. Comments and similar public reactions on our profiles and social media posts are generally not deleted - unless you choose to delete your comments yourself. Additionally, the personal data on social media, such as Facebook and Instagram, will be retained by the social media services as described in their own privacy policies.

**Marketing:** Marketing material and information collected in connection with marketing activities are usually retained for up to two years for documentary purposes. Information in relation to marketing is kept for as long as we are legally allowed to send newsletters to you.

**Application for and participation in events or arrangements:** Personal data that we process in connection with your participation in events or arrangements are usually only retained until the termination of the event but may in some cases be retained for up to 1 year after the event if the nature of the event necessitates documentation in the time after the event. In addition, if you have consented to receiving newsletters from us or if we, for other reasons, are allowed to send you news about other events or arrangements, we will retain your information for as long as we may continue to send you such information.

Information on applicants that are not selected for participation is stored for 6 months.

**UNLEASH community:** Personal data that you share with us in your application and profile will be deleted when you delete your profile.

**Customer service:** As a main rule, we will retain ordinary customer inquiries from you for one year as from the date of our response to your inquiry. If the inquiry leads to an inspection or quality control of our products, the inquiry is kept until the inspection or quality control has been concluded.

## 10 Automated decision-making

No automated individual decision-making will be made pursuant to Article 22 of the GDPR.

## 11 Transfer to countries outside the EU/EEA

Your personal data may be transferred to countries outside the EU/EEA when we use suppliers such as Mailchimp to send out e-mails and when using Acquia who hosts our website.

In some cases, the country has been deemed by the Commission of the European Union to have an adequate level of protection of personal data, and if not, we will ensure that there are appropriate safeguards for the transfer through the use of "Model Contracts for the Transfer of Personal Data to Third Countries", as published by the Commission of the European Union, or any other contractual agreement or certification approved by the competent authorities. You may obtain a copy of the contract/agreement by contacting us at [contact@unleash.org](mailto:contact@unleash.org).

## 12 Your rights as Data Subject

GDPR legislation ensures you have several rights in relation to how organisations process your personal information.

- You have the right to request access to, rectification or erasure of your personal data.
- You also have the right to have the processing of your personal data be restricted.
- If processing of your personal information is based on your consent, you have the right to withdraw your consent at any time. Your withdrawal will not affect the lawfulness of the processing carried out before you withdrew your consent. You may withdraw your consent by sending a request to [contact@unleash.org](mailto:contact@unleash.org).
- You have the right to receive your personal information in a structured, commonly used and machine-readable format (data portability).

Furthermore, you have the right to object to processing of your personal data as follows.

- If processing of your personal data is based on article 6(1)(e) or article 6(1)(f), see above regarding legal basis, you have the right to object, on grounds relating to your particular situation, at any time to the processing of your personal data.

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- Where your personal data are processed for direct marketing purposes, you have the right to object at any time to the processing of personal data about you for such marketing.

You can exercise any of these rights with respect to how UNLEASH uses your data at any time by contacting [contact@unleash.org](mailto:contact@unleash.org).

You may always lodge a complaint with a data protection supervisory authority, e.g. The Danish Data Protection Authority. Should you wish to lodge a complaint about the way UNLEASH processes your data you can do so by contacting the Danish Data Protection Agency.

### 13 Relevant legislation

- [Danish Data Protection Act 2018 \(DDPA\)](#)
- [EU General Data Protection Regulation 2018 \(GDPR\)](#)

### 14 Changes to this policy

This privacy policy may change from time to time in line with legislation or industry developments. In case of material or substantial changes we will inform our members by e.g. e-mail and state it on our website. We always recommend you to check this page for any changes.

Specific policy changes and updates are mentioned in the change log below.

#### Changelog:

Date	Details
09/07/2020	Privacy Policy composed
09/03/2021	Changed Data Protection Officer
29/11/2021	Changed Data Protection Officer
15/06/2022	Changed Data Protection Officer Updated data collection practices