

Privacy policy for Nordic Cattle Genetic Evaluation

This privacy policy describes how Nordic Cattle Genetic Evaluation ("we" or "us") process personal data.

1 DATA CONTROLLER

The legal entity responsible for the processing of your personal data is:

Nordic Cattle Genetic Evaluation

CVR-nr.: 26 52 51 01

Agro Food Park 15

8200 Århus N

Contact: <https://www.nordicebv.info/dk/contact/>

2 USE OF PERSONAL DATA

We process personal data for the following purposes:

- a) **Breeding value and pedigree services.** We collect and process personal data when we receive and responds to requests regarding breeding value and pedigree issues.
- b) **Nordic Total Merit (NTM):** We collect and process personal data in connection with the development and maintenance of Nordic Total Merit (NTM) with the purpose of publishing breeding and pedigree data on cattle.
- c) **Research and development of breeding values.** We process personal data for statistical and scientific purposes related to our research and development of breeding values.

Our business services are described in further details on our web site.

3 CATEGORIES OF PERSONAL DATA

We process the following categories of personal data:

- a) **Breeding value and pedigree services**
 - i. Non-sensitive personal data: Name and contact information: name, surname, e-mail, postal address, phone number and similar contact information.
- b) **Nordic Total Merit (NTM)**
 - ii. Non-sensitive personal data: Identity information: user name, CHR number (Central Husbandry Register), customer number and similar information, required for identification and authorization.
 - iii. Non-sensitive personal data: Business information about management practices, production conditions and economic performance in cattle herds.
- c) **Research and development of breeding values**
 - iv. Non-sensitive personal data: Identity information: user name, CHR number (Central Husbandry Register), customer number and similar information, required for identification and authorization.

- v. Non-sensitive personal data: Business information about management practices, production conditions and economic performance in cattle herds.

4 DATA SOURCES

When we collect personal data from other sources than from yourself, these sources may be:

- a) Public business record, e.g. the Danish CHR or CVR
- b) National Cattle Databases in Nordic countries
- c) Suppliers, with a direct economic or advisory relation to your business
- d) Online sources, which are publicly available.

The collected information originates from:

- e) EU/EØS

5 AUTHORISATION

Our processing of personal data as described above is based on the following legal authorisation:

- a) **Breeding value and pedigree services**
A commercial agreement regarding the delivery of our services.
- b) **Nordic Total Merit (NTM)**
EU Union or member state law.
- c) **Research and development of breeding values**
EU Union or member state law.

6 DISCLOSURE OF PERSONAL DATA

We disclose personal data to the following categories of recipients:

- a) Suppliers, with a direct economic or advisory relation to your business.
- b) Cattle Breed Societies in Denmark, Sweden and Finland.
- c) Universities and other parties with whom we collaborate in research and development projects.
- d) SEGES Landbrug & Fødevarer F.m.b.A. (SEGES), when we use one or more IT solutions that have been developed and / or operated by SEGES in connection with the delivery of our services. SEGES uses the information for analysis, research and statistics purposes. In this connection, SEGES can link data received from us with data received from local associations and from other companies with their own data. You can read L&F's privacy policy here <https://lf.dk/privatlivspolitik>.

7 STORAGE OF PERSONAL DATA

We will keep your personal data in accordance with the following criteria:

- a) The information is required for the purposes for which data was originally collected.
- b) To comply with a legal obligation.
- c) For scientific or historical research or statistical purposes.
- d) For legal claims to be established, enforced or defended.

Information collected to provide a service to you is generally kept for up to 5 years from the end of the customer relationship. The information can be stored for a longer period in cases where we are subject to liability after the 5-year period or in cases where the law requires us to keep the information for a longer period.

Information of purely herd-breeding nature, including information collected through experiments, controls or through continuous use of our IT services, is kept for a longer period whenever the information is considered relevant for analysis, research and statistical purposes in the interest of the cattle breeding industry.

We aim to keep your personal information stored in pseudonymised or anonymised format, whenever possible.

8 YOUR RIGHTS

You have the following rights:

- (a) You are entitled to request access to, rectification or erasure of your personal data.
- (b) You are also entitled to oppose the processing of your personal data and to request restriction of the processing of your personal data.
- (c) You have an unconditional right to oppose the processing of your personal data for direct marketing purposes.
- (d) If the processing of your personal data is based on your consent, you are entitled to revoke such consent at any time. Revocation of your consent will not affect the lawfulness of the processing carried out prior to your revocation of consent.
- (e) You are entitled to receive personal data which you have provided to us in a structured, commonly used and machine-readable format (data portability)
- (f) You can always lodge a complaint with a data protection authority, for example the Danish Data Protection Agency.

Most recent up-date: January 23, 2019