

EasyPark's Privacy Policy

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1 Introduction

The EasyPark Group conducts business in several countries. In this privacy policy (the “**Privacy Policy**”), the terms “**EasyPark**”, “**we**” and “**us**” refer to the local group company Easy Park A/S, company reg. no. 26454484 which provides EasyPark's parking and related services, including subscriptions and pay-per-use services (the “**Services**”). EasyPark, together with its parent company [EasyPark AB](#), established in Sweden, act as joint controllers for the processing of personal data in relation to, for example, the provision, development and maintenance of Services, marketing communications, customer service matters.

As part of the arrangement between EasyPark and EasyPark AB, EasyPark is responsible for ensuring that you have the opportunity to read this information regarding personal data processing. In the event of questions in relation to joint controllership or this Privacy Policy, please feel free to contact EasyPark via the contact details listed in section 10 below. Please refer to section 5.3 below to read more about the personal data processing that takes place within the EasyPark Group.

In this Privacy Policy, we explain which categories of personal data EasyPark collects, why EasyPark collects such data, and what EasyPark uses the personal data for in connection with the Services, EasyPark's mobile application (the “**Application**”) or EasyPark's website (the “**Website**”). This is done in order for you to be able to exercise your rights.

EasyPark processes personal data in accordance with applicable data protection law.

Personal data is all such information that may be used to identify a specific individual (a natural person).

EasyPark provides the Services to both consumer customers (B2C) as well as business customers whose employees are users of the Services (B2B). This Privacy Policy applies to both types of customers.

2 Sources of personal data

2.1 Personal data collected from you

The personal data that may be processed consists primarily of such data that you, directly or indirectly, provide to EasyPark. For example, EasyPark collects your personal data when you:

- apply for registration of an account with EasyPark;
- use the Services, the Application and the Website; and
- when you contact EasyPark.

2.2 Personal data collected from Information Service Providers

We may collect personal data from information service providers in order to cross-check our customers register with public registers to ensure that we have correct information that is up-to-date, such as the correct vehicle registration number and

vehicle model.

2.3 Personal data collected from Credit Reporting Agencies

If you apply to pay by invoice, we will collect a person/credit report from credit reporting agencies.

2.4 Personal data collected from acquired companies

When the EasyPark Group acquires companies, personal data may be processed in connection with transfers and migrations of customer databases of the acquired companies to the EasyPark Group for the purpose of integrating the acquired companies into the EasyPark Group, on the basis of our legitimate interest to acquire and integrate new companies in the EasyPark Group.

2.5 Personal data collected from public and private operators

We may collect personal information from public and private operators of car parks such as municipalities, train stations, airports, hospitals and universities who provide us with the details of your parking transactions when you have opted for our service so that we can process your parking transactions accordingly. This information consists of your license plate number, to the extent required for the parking space, the parking space, the parking fee and the start and end time of your parking session. In order for EasyPark to provide the Services, personal data is exchanged with public and private operators. For more information on how EasyPark shares personal data with public and private operators, please see Section 5.1 below.

2.6 Personal data collected from parking control bodies

We may collect personal information from parking control bodies such as municipalities, private parking operators and their enforcement partners as part of enforcement control and handling of complaints. In such cases we will collect your vehicle registration number in order to verify the validity of the parking covered by the enforcement or complaint.

2.7 Personal data collected from operators of parking equipment

We may collect personal information from operators of parking equipment (e.g. parking meters) and license plate recognition systems (e.g. in multi-storey car parks) so that your parking process can be identified and registered. Please note that such Automatic Number Plate Recognition (ANPR) services are not turned on by default; these must be switched on via our Application or via our Website.

2.8 Personal data collected from partners of automatic payment

We may collect personal information from partners who allow the possibility of automatic payment, so that you can pay automatically after a parking transaction based on ANPR, radio-frequency identification (RFID) tag, Bluetooth, UHF tag or vehicle signal. We only receive this information if you have registered for this payment option either via our Application or via our Website or on site.

2.9 Personal data collected from public and private sector

We may collect personal information from our public and private sector customers who use our service to make parking easier for their employees. If you, as an employee, are part of such an arrangement, we will receive your name or employee

number, email address, telephone number and vehicle registration number from your employer, after which you can link your account to your employer's account.

2.10 Personal data collected from fleet management companies

We may collect personal information from fleet management companies (for business accounts only) who, after you or your employer have given your consent, provide us with vehicle status information (e.g. the time stamp of the parking transaction). This information can be used to provide services such as the automatic stop function.

3 Purposes and legal grounds for the processing of personal data

EasyPark processes personal data for the following purposes and on the basis of the following legal grounds. The tables below also provide information on what categories of personal data we process as well as storage periods.

3.1 Provision of Services

EasyPark processes your personal data in order to provide the Services.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number, vehicle registration number.	<i>Agreement (GDPR art. 6(1)(b))</i> . When you initiate an account registration with EasyPark, EasyPark will process personal data in order to take steps at your request prior to entering into an agreement with you (i.e. the terms of the Services).
Contact details , e.g. address, e-mail, phone number	When you use our Services and receive service-related messages, EasyPark will process personal data in order for EasyPark to fulfil its obligations to you in accordance with the terms of the Services. Moreover, if you have signed up for Automatic CameraPark, which consists of an Automatic Number Plate Recognition (also called the ANPR), a camera will read your vehicle registration number in order to start and end your parking. This processing of personal data is necessary in order for EasyPark to fulfil its obligations to you in accordance with the terms of the Services.
Parking data , e.g. arrival/departure time and area code for parking	
Transaction data , e.g. paid parking fee and fees for the Services	
Technical data , e.g. what device is used and a mobile phone's unique ID	
Location data , e.g. where you are during a certain time period based on your mobile phone's position, start position, chosen destination and route. If you have allowed the Application to get access to location services, EasyPark will collect information about your mobile phone's geographic location for the purpose of providing the Services.	Additionally, if you choose our electric vehicle charging service, we will process personal data in order to provide this Service. This processing is necessary in order for EasyPark to fulfil its obligations to you in accordance with the terms of the Services. If you activate the Find & Park tool, EasyPark will process your location data in order to find an available parking space near your location. If you are using the Services through your employer who is a business customer of EasyPark, we will process your personal data on the basis of our <i>legitimate interest (GDPR art. 6(1)(f))</i> to fulfil our

Personal Data	Legal basis for the processing
Payment details , e.g. method of payment and relevant data ¹	<p>obligations to our business customer pursuant to our agreement with such customer. This includes any service-related messages that we may send to you.</p> <p>If you apply to pay by invoice, we will also process your personal data in order to conduct a credit assessment, on the basis of our <i>legitimate interest</i> (GDPR art. 6(1)(f)) to check that there are financial prerequisites for approving this payment method.</p>
<p>Processing period: We will retain your personal data only for as long as is necessary for the purposes for which the personal data was collected, or as long as is required pursuant to law. If you do not use our pay-per-use Services for more than 18 months, we will keep your account archived as inactive for 24 months from your last pay-per-use transaction, in the event that you wish to use our Services again in the future and thereby easily re-activate your account. Thereafter, we will remove or anonymize your account data except for information that we are obliged to keep pursuant to law or for our legitimate interest for defending, establishing or exercising any legal claims, in line with this Privacy Policy.</p> <p>If you have a subscription, personal data will be retained for the duration of the subscription and after the termination of the subscription to the extent required pursuant to law, in accordance with this Privacy Policy. Thereafter, personal data will be removed or anonymized.</p> <p>If you wish to terminate your account, you may do so by <i>i.a.</i> contacting customer support. Upon termination, we will remove or anonymize your personal information, including your parking history data, without undue delay except for information that we are obliged to keep pursuant to law.</p> <p>If you are a business customer user, your registered parking actions will be removed or anonymized twelve (12) months after the respective parking action, except for information that we are obliged to keep pursuant to law.</p> <p>Personal data may be retained longer in cases where such retention is necessary due to law, or where it is used in relation to a legal claim, as stated in this Privacy Policy.</p>	

3.2 Marketing Communication and Offers

EasyPark processes your personal data in order to communicate with you regarding the Services, and to send you offers regarding EasyPark's services and products.

In the event that EasyPark enters into a collaboration or partnership that would entail sending marketing regarding such collaboration or partnership with third parties to you, we will ensure to obtain your consent to such marketing beforehand.

We will only send you direct marketing on the basis of your consent, and you have the right to unsubscribe from our mailing list at any time by following the instructions contained in the e-mail communication. If you no longer wish to receive push notifications in the Application, you may change your settings

¹ EasyPark does not handle card details. Card details are handled by our PCI-certified service providers.

directly in the Application. You have the right to unsubscribe from SMS communications by following the instructions contained in the SMS communications.

EasyPark ensures that marketing directly targeting you complies with applicable laws, regulations, codes of conduct and ethical guidelines regarding marketing. EasyPark will only send marketing communication to you within 18 months from your last parking transaction or for as long as you have an active subscription, to the extent you have not previously opted out of such communication. If you have accounts for social media, you may see marketing from EasyPark.

EasyPark may use social media plugins on the Website in order to promote its communication channels. EasyPark is a joint controller with the respective third party to the extent that the plugins request content from the third party and transmits personal data to the third party. You can access these social media services using the corresponding icons wherever they appear on the Website. When you access these third party websites and leave EasyPark's Website, the respective third parties are controllers for any personal data processing that occurs on such websites.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number	<i>Consent (GDPR art. 6(1)(a)).</i> The processing of personal data for the purposes of communicating with you regarding the Services and giving you offers is based on your consent. Some processing of personal data that occurs via cookies in accordance with our Cookie Policy is carried out for the purpose of displaying relevant advertising. This processing is also based on your <i>consent</i> , pursuant to the Cookie Policy, as available on the Website.
Contact details , e.g. address, e-mail, phone number	
Technical data , e.g. what device is used, web browser, a mobile phone's unique ID, IP address	
<p>Processing period: Personal data is processed during the customer relationship, e.g. for as long as you have an active subscription or actively use our pay-per-use Services or until you withdraw your consent.</p> <p>If you have not used the pay-per-use Services for more than 18 months, or if you have terminated your subscription, EasyPark will no longer actively send you marketing communications or offers, to the extent you have not previously opted out of such communication, but will keep your account archived and will send service-related messages when necessary.</p> <p>In such event, or if you withdraw your consent to direct marketing, we will retain documentation of the consent for a period of up to five years upon 18 months’ inactivity, cancellation of subscription or withdrawal of consent.</p> <p>The retention period for the relevant cookie-related information is stated in our Cookie Policy.</p>	

3.3 Conducting surveys

EasyPark processes your personal data in order to conduct surveys regarding EasyPark, the Application and the Services, for example by asking for feedback and reviews through the Application, by SMS or e-mail. Please bear in mind that you should not share personal data when you write your feedback in free-text

fields. In the event that this is unavoidable, please do not share more personal data than what is necessary to provide the feedback you wish to provide.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number	<i>Legitimate interest (GDPR art. 6(1)(f)).</i> The processing of personal data is necessary in order to satisfy EasyPark's legitimate interest of conducting surveys.
Contact details , e.g. address, e-mail, phone number	
Communication , e.g. data regarding your questions and our answer.	
Processing period: The personal data is processed for this purpose during a period of three (3) months calculated from the time of the survey. Reports on a general level that do not contain personal data may be retained until further notice.	

3.4 Follow-up and evaluation

EasyPark processes your personal data in order to create different reports and statistics in order to follow-up and evaluate the Services and our interactions with you.

Personal Data	Legal basis for the processing
Identification data , e.g. vehicle registration number	<i>Legitimate interest (GDPR art. 6(1)(f)).</i> The processing of personal data is necessary in order to satisfy EasyPark's legitimate interest to follow-up and evaluate our Services, the Website and the Application, and interactions with you.
Contact details , e.g. address, e-mail, phone number	
Parking data , e.g. arrival/departure time and area code for parking	
Technical data , e.g. what device is used, web browser, a mobile phone's unique ID	
Usage , e.g. how you use the Application or navigate on our Website (logged-in mode included)	
Processing period: Personal data processed for this purpose will be retained for as long as necessary to fulfil the purpose of conducting follow-up and evaluation through e.g. reports and creating statistics on an aggregated level. Such statistics do not contain any personal data and will generally be retained until further notice.	

3.5 Handling requests and customer service matters

EasyPark processes personal data in order to handle your requests in different channels, e.g. when you contact our customer service.

Consumer customer

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number, vehicle registration number	<i>Legitimate interest (GDPR art. 6(1)(f)).</i> The processing of personal data is necessary in order to satisfy EasyPark's legitimate interest to handle your requests and provide customer service.
Contact details , e.g. address, e-mail, phone number	
Parking data , e.g. arrival/departure time and area code for parking	
Technical data , e.g. what device is used, web browser, and a mobile phone's unique ID	
Transaction data , e.g. paid parking fee and fees for the Services	
Financial information , e.g. bank account number	
Communication , e.g. data regarding your questions and our answer.	
Processing period: The personal data is retained for this purpose during a period of six (6) months calculated from the time of the communication. Personal data in our customer service management system is anonymized thereafter and e-mail communication is deleted. Personal data may be retained longer in cases where such retention is necessary due to law, or where it is used in relation to a legal claim, as stated in this Privacy Policy.	

Business customer

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number	<i>Legitimate interest (GDPR art. 6(1)(f)).</i> The processing of personal data is necessary in order to satisfy EasyPark's legitimate interest to handle your requests.
Contact details , e.g. address, e-mail, phone number	
Communication , e.g. data regarding your questions and our answers	

Processing period: The personal data is retained for this purpose during a period of six (6) months calculated from the time of the communication. E-mail communication is anonymized thereafter.

Personal data may be retained longer in cases where such retention is necessary due to law, or where it is used in relation to a legal claim, as stated in this Privacy Policy.

3.6 Recording of phone calls

EasyPark processes personal data in connection with recording of phone calls when you contact EasyPark's customer service through phone for quality and educational purposes, and for your and our safety.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number, vehicle registration number	<i>Consent (GDPR art. 6(1)(a)).</i> The processing of personal data received during phone calls is based on your consent, which you may give to us at the start of the call.
Contact details , e.g. address, e-mail, phone number	
Parking data , e.g. arrival/departure time and area code for parking	
Technical data , e.g. what device is used and a mobile phone's unique ID	
Transaction data , e.g. paid parking fee and fees for the Services	
Communication , e.g. data regarding your questions and our answer.	
Processing period: The personal data is retained for this purpose during a period of three (3) months calculated from the time of the recording.	

3.7 Compliance with legal obligations

EasyPark processes personal data in order to fulfil legal obligations relevant to EasyPark, e.g. accounting obligations.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number, vehicle registration number	<i>Legal obligation (GDPR art. 6(1)(c)).</i> The processing of personal data is necessary for EasyPark to fulfil its legal obligations according to law or other regulations, such as section 10 of the Bookkeeping Act (DK. <i>bogføringslovens</i> § 10).
Contact details , e.g. address, e-mail, phone number	

Parking data , e.g. arrival/departure time and area code for parking	
Technical data , e.g. what device is used and a mobile phone's unique ID	
Transaction data , e.g. paid parking fee and fees for the Services	
Communication , e.g. data regarding your questions and our answer.	
Processing period: The personal data is retained for such period as is necessary in order to comply with each legal obligation. In respect of bookkeeping material personal data is retained for five years from the end of the calendar year to which the bookkeeping material related.	

3.8 Establishment, exercise and defence of legal claims

EasyPark processes personal data in order to establish, exercise and defend legal claims, e.g. in connection with a dispute or judicial process.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number, vehicle registration number	<i>Legitimate interest (GDPR art. 6(1)(f)).</i> The processing of personal data is necessary in order to satisfy EasyPark's legitimate interest to establish, exercise and defend legal claims.
Contact details , e.g. address, e-mail, phone number	
Parking data , e.g. arrival/departure time and area code for parking	
Technical data , e.g. what device is used and a mobile phone's unique ID	
Transaction data , e.g. paid parking fee and fees for the Services	
Communication , e.g. data regarding your questions and our answer.	
Processing period: The personal data is retained for this purpose during the customer relationship and may be retained during a period of 36 months thereafter if it is deemed necessary in order to satisfy EasyPark's legitimate interest of defending, establishing or exercising any legal claims.	

3.9 Maintenance, protection and development of the Services

EasyPark processes personal data in order to maintain, protect and develop the Services, the Application and Website included, e.g. to log, develop, test and improve our Services.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number, vehicle registration number	<i>Legitimate interest (GDPR art. 6(1)(f)).</i> The processing of personal data is necessary in order to satisfy EasyPark's legitimate interest to maintain, protect and develop the Services and the Application. Some processing of personal data that occurs via cookies in accordance with our Cookie Policy available on the Website is carried out for the purpose of ensuring the performance and functionality of the Website and to detect errors. The personal data processing for this purpose occurs on the basis of our <i>legitimate interest</i> to ensure the functionality and performance of the Website through the processing of personal data such as technical data.
Contact details , e.g. address, e-mail, phone number	
Parking data , e.g. arrival/departure time and area code for parking	
Transaction data , e.g. paid parking fee and fees for the Services	
Technical data , e.g. what device is used, web browser, a mobile phone's unique ID, IP address	
Location data , e.g. where you are during a certain time period based on your mobile phone's position, start position, chosen destination and route	
Communication , e.g. data regarding your questions and our answers.	
Processing period: The personal data is retained for this purpose of maintenance and protection of the Services during the consumer and business customer relationship respectively. For development of the Services, personal data is only used in order to be anonymized for the purpose of using the data in EasyPark's test environment.	

4 Security

EasyPark takes the matter of security of your personal data very seriously. EasyPark implements appropriate technical and organisational measures to protect your personal data from unauthorised access, alteration or destruction. Access to information is limited in various ways (e.g. by user authorisation and passwords being required, which are only assigned to employees who need access to such information to be able to perform their work duties). Other security measures include encryption, firewalls and physical limitations and restrictions when accessing buildings and files.

5 Recipients of personal data

EasyPark shares personal data collected with the following recipients for the following purposes. The receiver is the data controller for its own processing of the personal data we share with them, unless otherwise stated below.

5.1 Parking operators

We share data with parking operators in order to provide the Services, as well as for them to be able to carry out enforcement, control of ongoing parking and verify parking carried out in their areas. The parking operator may also handle

anonymized location data for statistical purposes.

Enforcement control and verification of parking

Personal Data	Legal basis for the processing
Identification data , i.e. vehicle registration number	<i>Legitimate interest (GDPR art. 6(1)(f)).</i> The processing of personal data is necessary in order to satisfy EasyPark's legitimate interest to fulfil the agreement with the relevant parking operators and parking operator's interest to check ongoing parking and to verify parking carried out in their areas.
Parking data , e.g. arrival/departure time and area code for parking	
Location data , in cases where the car's position is necessary in order to check the parking, location data is shared with the operator of parking services.	

Provision of Services

If you park in a garage, your registration number or the unique ID of the RFID card is shared between us and the parking operator in order to start and stop parking at EasyPark.

Personal Data	Legal basis for the processing
Identification data , vehicle registration number and unique ID of RFID-cards	<i>Agreement (GDPR art. 6(1)(b)).</i> The processing is necessary for EasyPark to fulfil its obligations to you in accordance with the terms and conditions of the Services.
Parking data , e.g. arrival/departure time and area code for parking	

5.2 Payment receivers and payment service providers

If payment is made through invoice, personal data is shared with providers of invoice payment in order to fulfil our obligations to you in accordance with the terms and conditions of the Services with invoicing as payment method and in some cases, we will share personal data with collection agencies for debt collection.

If payment is made through a leasing company, personal data and information about your parking is shared with the leasing company in order to make the payment associated with your car, leased through the leasing company.

Personal Data	Legal basis for the processing
Identification data , e.g. name, customer identification number, mobile phone number, vehicle registration number	<i>Agreement (GDPR art. 6(1)(b)).</i> The processing is necessary for EasyPark to fulfil its obligations to you in accordance with the terms and conditions of the Services.
Contact details , e.g. address, e-mail, phone number	

Parking data , e.g. arrival/departure time and area code for parking	
Transaction data , e.g. paid parking fee and fees for the Services	

If payment is made through e.g. card or digital payment methods (e.g. ApplePay and MobilePay), we only share the invoice number and amount in order to complete the payment.

Personal Data	Legal basis for the processing
Identification data , invoice number	<i>Agreement (GDPR art. 6(1)(b)).</i> The processing is necessary for EasyPark to fulfil its obligations to you in accordance with the terms and conditions of the Services.

5.3 EasyPark Group companies

EasyPark's technical platform is provided by group companies in Sweden that process personal data in order for EasyPark to be able to provide the Services to you.

All group companies have entered into an internal data protection agreement which purpose is to protect your personal data when it is transferred within the EasyPark Group.

5.4 Service providers

In order to fulfil the purpose of the processing of your personal data, EasyPark can share personal data with service providers. These service providers provide, among other, the following services to EasyPark: information services, phone services (PSMS), support services and IT services, such as marketing, support, operation, improvement, development and services for handling mailings and produce cards. These service providers are only allowed to process your personal data in accordance with EasyPark's explicit instructions and cannot use your data for their own purposes. They are also obliged to protect your data according to law and agreements.

5.5 Other recipients

In addition to the recipients mentioned above, EasyPark can, if necessary, share your personal data with the following recipients:

Recipient	Purpose	Legal basis for the sharing
Public authorities	We share your personal data with authorities to comply with legal obligations, or to establish, exercise or defend legal claims or to	The processing is necessary to fulfil legal obligations <i>or</i> for the legitimate interests of EasyPark. Specifically, such legitimate interests are to establish, exercise or defend legal claims or to cooperate with authorities.

	cooperate with authorities.	
Courts, external advisors and counterparties	In case of a dispute, we may transfer data to other parties in order to establish, exercise or defend legal claims.	The processing is necessary in order to satisfy our legitimate interest to establish, exercise and defend legal claims.
Law enforcement agencies, e.g. the Police	We may share personal data with law enforcement agencies, e.g. the Police if we have a legal obligation to share your personal data or in order to contribute to an ongoing criminal investigation or to establish, exercise or defend legal claims.	The processing is necessary in order to fulfil legal obligations <i>or</i> to satisfy our legitimate interest to contribute to an ongoing criminal investigation upon request <i>or</i> to establish, exercise or defend legal claims.
Potential buyers and sellers as well as their external counsel or advisors	We may share information with potential buyers and sellers if we would transfer all or parts of our business or conduct a merger.	The processing is necessary in order to satisfy our legitimate interest to carry out an acquisition or merger.

6 Where is my personal data stored?

To the extent EasyPark processes your personal data the data is stored on servers within the EU. We may transfer personal data to third parties who may be established or otherwise process personal data outside the European Union/European Economic Area (“EU/EEA”) in situations where our service providers are located outside the EU/EEA. In such cases, we will ensure that any such transfers comply with applicable data protection laws, including applying appropriate safeguards such as the EU Commission Standard Contractual Clauses, as necessary. You have the right to request information regarding transfers outside the EU/EEA and a copy of the safeguards taken by EasyPark in order to protect your personal data. To do this, please use the contact details listed at the end of this Privacy Policy.

7 Cookies

EasyPark uses cookies to optimise the Services, to perform statistic evaluations, for analyses, and for marketing. A cookie is a text file stored on, for example your computer or mobile device, which enables identification of your computer or mobile phone. Cookies help EasyPark to adjust, for example, the Application and the Website based on your requests as a user of EasyPark’s Services and the Website. See further information in our Cookie Policy available on the Website.

8 Your rights

Pursuant to applicable data protection legislation, you have a number of rights relating to the processing of your personal data. In order to exercise your rights,

please contact EasyPark's customer service. See contact details below.

8.1 Right of access

You have the right to request to receive a confirmation from us on whether we process personal data which relate to you, and request access to the personal data we process that relate to you. Some of the data we store about you are available by logging in to your personal account in the Application and on the Website. A copy of your data can be requested through our customer service.

8.2 Right to rectification

If your personal data processed by EasyPark is inaccurate or inadequate you have the right to request that EasyPark corrects the personal data. You can correct some personal data by logging in to your personal account in the Application or on the Website.

8.3 Right to object to direct marketing

You have the absolute right to, at any time, object to EasyPark's processing of your personal data in terms of direct marketing and de-register from future marketing communications. To do so, please contact customer service through the contact details below.

8.4 Right to object to processing based on our legitimate interest

You have the right to object to processing based on our legitimate interest for reasons relating to your particular situation. We may continue to process your personal data, even if you have opposed to the processing, if we have compelling legitimate grounds that overrides your privacy interest.

8.5 Right to erasure ("the right to be forgotten")

Under some circumstances, you have the right to have your personal data erased, e.g. if you have objected to the processing and EasyPark does not have any compelling legitimate grounds for the processing to continue processing the data. This does not apply if we, for example, are required under law to store the data.

8.6 Right to request restriction of processing

Under certain circumstances, you have the right to request restriction of the processing of your personal data. If you request restriction, EasyPark may not be able to fulfil its obligations to you during the period when any such restriction is in place.

8.7 Right to data portability

Finally, you have the right to receive a copy of the personal data concerning you in a structured format and, if technically feasible, transfer the data to someone else (data portability). The right to data portability, compared to the right to access, only includes data that you have provided yourself and which we process based on certain legal grounds, e.g. the agreement with you (the terms of the Services).

8.8 Withdrawal of consent

Where a processing is carried out on the basis of your consent, you have the right to withdraw your consent at any time. To do so, please contact us via the contact details stated below. Please note that your withdrawal of consent does not affect the validity of the processing that occurred before the withdrawal.

8.9 Complaints

If you should have any complaints on EasyPark's processing of personal data, please do not hesitate to reach out to us so we can look into it. You also have a right to lodge a complaint with a supervisory authority. The supervisory authority in Denmark is the Danish Data Protection Authority (DK. *Datatilsynet*). You can find their contact information here: <https://www.datatilsynet.dk/english>.

9 Amendments to EasyPark's Privacy Policy

EasyPark may amend the Privacy Policy from time to time. If any amendments are made to EasyPark's Privacy Policy which imply any amendment to the way EasyPark processes your personal data, e.g. collecting additional personal data for the stated purposes or processing of data for new purposes, EasyPark will inform you of such amendments via, for example, the Website, the Application or by email. EasyPark recommends that you regularly read EasyPark's Privacy Policy for the most recent information on how EasyPark processes your personal data.

10 Contact information

Should you have questions or comments regarding EasyPark's Privacy Policy, please contact EasyPark's customer service at info@easypark.net

Telephone number: +45 70 22 12 08

E-mail address of the Data Protection Officer: dpo@easypark.net

When you contact us to exercise your rights, please state your full name and provide contact details through which we can reach you. Please note that we may need to verify your identity before we proceed with your request.

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