

PRIVACY POLICY FOR WEBCONTENT ApS

Last updated: July 7, 2025

1. INTRODUCTION

This Privacy Policy describes how WebContent ApS (“we”, “us”, “our”) collects, uses, and protects personal data when you use our Platform, website, services, and communication channels.

2. WHO WE ARE

- Data Controller: WebContent ApS, Hovedvagsstræde 2C, 3000 Helsingør, CVR DK45178927
 - Data Protection Officer (DPO): udvikling@webcontent.dk
 - Supervisory authority: Datatilsynet (Danish Data Protection Agency)
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3. WHAT DATA WE COLLECT

We may collect:

- Contact details (name, email, phone, address)
 - Account details and login information
 - Payment and billing details
 - Device and browser information (IP address, type, operating system)
 - Usage data and analytics (browsing, clicks, time on page)
 - Communication records (emails, support chats)
 - Data from integrations like CRM or ad platforms
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4. WHY WE PROCESS YOUR DATA

We process your data to:

- Provide and manage the Platform (contract)
 - Improve services and develop new features (legitimate interest)
 - Respond to inquiries and provide support (legitimate interest)
 - Send newsletters and marketing (consent)
 - Comply with legal obligations (legal obligation)
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5. COOKIES & TRACKING

We use cookies and similar technologies to:

- Enhance website functionality
- Analyze user behavior
- Deliver personalized ads

Tools used include Microsoft Clarity, Meta Pixel, Google Ads, LinkedIn Insight Tag, HubSpot, TikTok Pixel, and Mixpanel. You can adjust your preferences via our cookie banner.

6. HOW LONG WE KEEP DATA

- Account and billing data: kept as long as you have an account plus any legal retention period
 - Analytics and logs: retained up to 2 years, then anonymized
 - Communication and support records: retained for 5 years
 - Marketing consents: retained until withdrawal plus 3 years
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7. SHARING YOUR DATA

We may share data with:

- Service providers like Stripe, HubSpot, Meta, Google, LinkedIn, Microsoft Clarity, TikTok, Mixpanel
- Legal authorities where required

Transfers outside the EU are safeguarded under GDPR standard contractual clauses (SCCs) or adequacy decisions.

8. SECURITY

We implement technical and organizational measures including encryption, pseudonymization, access controls, audits, and incident response protocols to protect personal data.

9. YOUR RIGHTS

You have the right to:

- Access and correct your data
- Request deletion ("right to be forgotten")
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time
- Lodge a complaint with Datatilsynet

Contact us at info@webcontent.dk. We respond within one month.

10. CHILDREN'S DATA

Our services are intended for users aged 18+. We do not knowingly collect data from minors.

11. CHANGES TO THIS POLICY

We may update this policy. Significant changes will be announced via our website or email notifications.

12. CONTACT

Questions or concerns? Contact: info@webcontent.dk
WebContent ApS, Hovedvagsstræde 2C, 3000 Helsingør, Denmark