



# *Danske Bank A/S's privacy notice for private individuals (Denmark)*

*Applicable for: Danske Bank A/S Denmark, Danske Private Equity A/S*

Effective from 10 October 2025



## 1. Our role as data controller and the reason for this privacy notice

This privacy notice applies to the processing of personal data related to any individual who interacts with Danske Bank A/S [CVR 61126228] and Danske Private Equity A/S [CVR 27425607], Bernstorffsgade 40, DK-1577 København V, Denmark ("Danske Bank" or the "bank") as data controllers. This includes current and potential personal customers and sole traders, relatives or representatives of personal customers, other private individuals and employees of corporate customers.

Danske Bank has appointed a data protection officer (DPO), whose contact details are as follows:

DPO of Danske Bank A/S,

Bernstorffsgade 40, DK-1577 København V, Denmark

Email address: [dpofunction@danskebank.dk](mailto:dpofunction@danskebank.dk)

We process information about you (personal data), and this privacy notice applies to personal customers, retail customers as well as privately owned businesses (sole traders) and other private individuals, such as guarantors, holders of powers of attorney, guardians, employees of corporate customers and other private individuals with whom Danske Bank interacts and collaborates.

This privacy notice sets out how and why and on what legal basis Danske Bank processes your personal data and how we protect your privacy rights.

See section 12 for more information on how to contact Danske Bank in case you have questions related to how Danske Bank processes your personal data.

Please note that we have separate privacy notices applicable to board members, executive board members and other key function holders, closely related persons and shareholders.



## 2. Types of personal data we collect and process

Depending on the services and products you have or are interested in and the necessity of processing personal data in that respect, we collect and process various types of personal data, including, but not limited to, the examples of personal data listed below:

- identification information, such as your name, social security number or other national ID number, and proof of identity, such as a copy of your passport, driver's license and/or birth certificate
- contact information, including your address, telephone number and email address
- financial information, including information about your income, assets, debts, credit ratings, insurances, pensions, taxes, environmental impact and members of your household (number and age of persons)
- estate and inheritance management information
- housing and household information
- public credit information
- information on security and collateral, including market values
- educational information, such as your education, profession, work knowledge and experience
- environmental information and data on the social and governance (ESG) impact of your business (if you own a private business)
- information about the services and products we provide to you, including information about accounts, cards, loans, credits, pensions, cheque information etc.
- leasing arrangement information
- information on how you use our services and products and your preferences in relation to these
- information related to your use of our websites, platforms and digital applications, including – to the extent applicable and necessary – traffic, location, tracking and communication data, e.g.

collected by use of cookies and similar technology, logging information cf. also [Danske Bank's cookie policy](#)

- tracking data if you have consented to this in connection with signing up for receiving newsletters
- information about your devices used to access our websites as well as technical information, including the type of device and operating systems
- information about you and your preferences provided by you in connection with various types of marketing and events
- video surveillance when you visit our premises and use our cash machines
- recordings of conversations and online meetings, cf. [Recording of conversations and of online meetings](#)
- transcriptions and summaries of discussions with you during online meetings using AI Technology, cf. [Automatic transcription and meeting minutes](#)
- other personal data as necessary to provide you or you or our corporate customer with specific products or services, or if we are required by law to do so
- personal data relating to information about upcoming or past business/personal anniversaries or life events e.g. retirement days, birthdays, etc.
- if you are a sole trader – company name and identifier, company number, VAT Number. Information relating to ownership and ownership structure for a privately owned company, information of other relations to the company, e.g. board member(s), manager as well as, general information about your business
- data about a customer being deceased
- investment related data to create Investor's profile - e.g. Investor classification (investor code; investor segment); overview of the customer investment history and preferences. Financial Instruments deposits and trading information.


Our ability to offer the best possible advice and solutions for you very much depends on how well we know you and, consequently, it is important that the information you provide is correct and accurate and that you inform us of any changes.



### *3. Why & on which legal basis we process your personal information*

Generally, we process personal information about you to provide you with the services and products you have chosen, to offer you the best advice and solutions, to protect you and Danske Bank against fraud, to fulfil our agreements with you and to comply with applicable regulations, including data security. Below, we list some examples of why and on which legal basis we process your personal data in various contexts:

- When we onboard you as a customer, we process your personal data for identification, verification and anti- money laundering purposes. The legal basis for this processing is to comply with a legal obligation\*, cf. GDPR art. 6.1(c), for example, pursuant to the Danish Anti-Money Laundering Act (Hvidvaskloven).
- When we provide you with the financial product you have requested or consider obtaining (such as payment services, accounts, card services, loans, credit facilities, digital banking solutions, investment services, financial advice, insurance and pension services (in some cases by other companies in the Danske Bank Group), customer services, customer relationship management, including registration in our CRM systems, administration, credit assessment, recovery of outstanding debt, handling of complaints and/or making information available to service providers authorised to request information about you), we do this because you have entered into or are considering entering into an agreement with us on a service or product, cf. GDPR art. 6.1(b) and to pursue legitimate interests, cf. GDPR art. 6.1(f).
- If, for instance, we propose to share your personal data with another company within the Group, transfer your personal data to a third party for budget building or if we propose to transfer your



personal data to a partner so you may receive a quotation for a product or a service, we may do this because you have given us consent to using and sharing your personal data for such specific purposes, cf. GDPR art. 6.1(a).

- When we communicate with you about the products and services you have requested or send you information on system updates, we do so to fulfil a contract with you, cf. GDPR art. 6.1(b), or subject to a legal obligation\*, cf. GDPR art. 6.1(c), or to pursue a legitimate interest, cf. GDPR art. 6.1(f).
- During our constant efforts to improve the development, management and testing of our IT systems and products we use personal data for analysis and statistics using advanced analytical innovative methods, such as machine learning and AI, when we have your consent to this, cf. GDPR art. 6.1(a), or are pursuing legitimate interests, cf. GDPR art. 6.1(f). When we rely on legitimate interests, we will do so based on a balanced assessment of your interests weighed against other interests, including ours.
- When we set fees and prices for our products and services, including using data analytics and statistics for such purpose, we do this to fulfil contractual purposes, cf. GDPR art. 6.1(b), so that you may receive a price quotation or similar.
- When we carry out fraud detection on card and account transactions, including processing of risk data from MitID and behavioural data to detect and prevent fraudulent activity in our accounts by identifying unusual, atypical, or suspicious use, as well as registration of payment cards on relevant lists of blocked cards, we do so to comply with legal obligations\*, cf. GDPR art. 6.1(c), and to pursue legitimate interests, cf. GDPR art. 6.1(f).
- Danske Bank has a collaboration with the union Lederne. If you become a customer at Danske Bank with special benefits as a member of Lederne, we will process information about your union membership to give you certain rebates and advantages with your consent, cf. GDPR, art. 6.1(a) and 9.2(a).
- When we pursue statistical, scientific and research purposes as part of research projects or similar, including anonymisation of personal data for such purposes, we pursue legitimate interests, cf. GDPR art. 6.1(f) or we act in the public interest of, cf. GDPR art. 6.1(e).
- When we carry out profiling and marketing of our services and products, including marketing on behalf of other legal entities of the Danske Bank Group and direct marketing, we do so if we have your consent to this, cf. GDPR art. 6.1(a), or are pursuing legitimate interests, cf. GDPR art. 6.1(f).
- We use cookies and similar technology on our website and in our apps for functional, statistical and marketing purposes via digital channels and social media platforms if you have consented to this, cf. GDPR, art. 6.1(a). We refer to our cookie policy for further information ([Danske Bank's cookie policy](#)).
- When we assess, check, test and monitor our compliance with internal company policies and rules, regulatory and legislative requirements, e.g. in relation to data protection, financial crime or market integrity, we process your personal data subject to legal obligations\*, cf. GDPR art. 6.1(c) and to pursue legitimate interests of Danske Bank, cf. GDPR art. 6.1(f).
- We process your personal data for security reasons, cf. GDPR art. 6.1(c).
- We use video surveillance and record the front of buildings, entrances to our branches and other premises, reception and customer areas, ATMs and counters where we are pursuing legitimate interests, cf. GDPR art. 6.1(f) and subject to the Danish TV Surveillance Act (TV-overvågningsloven).
- When we collect and use personal data to build, maintain and use models for credit risk exposure and Internal Ratings Based (IRB) modelling to assess capital requirements, we do so with reference to the Capital Requirement Regulation (CRR), which is required as part of Danske Bank's risk management, cf. GDPR art. 6.1(c), and regarding our sharing of data between entities in the Danske Bank Group for these purposes with due cause, cf. section 117 in the Danish Financial Business Act.



- When we send you newsletters with finance articles, we process your personal data, and we use your email and name for documentation purposes to send you articles, news and updates because you have requested this service from us, cf. GDPR art. 6.1(b). We may also invite you to events and send you marketing material in areas that we think may have your interest, and we track which articles have your interest and which you open based on your consent, cf. GDPR art. 6.1(a).
- We also carry out several other legal, regulatory, administrative and compliance-related processing activities which entail processing of personal data, including identification and verification according to anti-money laundering legislation, risk management, and detection and prevention of fraud, credit fraud and other types of financial crimes, all based on legal obligations\*, cf. GDPR art. 6.1(c).
- We also use legitimate interest as legal basis cf. GDPR art. 6.1(f), when we process data about you when you interact with us due to your relation to one of our customers, i.e. as an employee of our corporate customer i.e. mandate holder etc. We will only do so if our legitimate interest in each case is not overridden by your interests or rights and freedoms.

\*When we refer to processing of your personal data due to 'legal obligations', this refers to qualifying legal requirements in any of the following legislations (please note that this list is not exhaustive):

- the Danish Anti-Money Laundering Act (Hvidvaskloven)
- the Danish Tax Reporting Act (Skatteindberetningsloven)
- the Danish Bookkeeping Act (Bogføringsloven)
- the Danish Credit Agreements Act (Kreditaftaleloven)
- the Danish Financial Business Act (Lov om finansiel virksomhed)
- the Danish Payments Act (Betalingsloven)
- the Danish Act on Consumer Loans Businesses (Lov om forbrugslånsvirksomhed).
- the Danish Marketing Practices Act (Markedsføringsloven)
- the General Data Protection Regulation (GDPR) and the Danish Data Protection Act (Databeskyttelsesloven)
- the Danish Capital Markets Act (Lov om kapitalmarkeder)
- the EU Markets in Financial Instruments Regulation (MiFIR)
- the EU Regulation on Market Abuse (the Market Abuse Regulation)
- the Danish CPR Act (CPR-loven)
- the EU Capital Requirement Regulation (CRR) (Kapitalkravsforordningen)
- the Danish Administration of Justice Act (Retsplejeloven)
- the Danish TV Surveillance Act (TV-overvågningsloven)
- various Danish tax acts, including the Tax Control Act (Skattekontrolloven)
- the EU Markets in Financial Instruments Regulations (MiFID I and II)



## 4. Sensitive personal data

Some of the information we process about you may be sensitive personal data (also known as "special categories of data").

Special categories of data we process about you may be information about your health or information about your membership of a trade union or political opinion.

Processing special categories of personal data is subject to specific processing conditions, and we try to avoid processing such personal data whenever possible. However, in some instances we need to process such personal data about you.

Below you can see the types of special categories of personal data we process about you, why we do it and our legal basis (exceptions in GDPR art. 9) for doing so:

- We process special categories of data about you (membership of a trade union and health information) to give you certain rebates and advantages with your consent, cf. GDPR, art. 6.1(a) and 9.2(a).
- We process special categories of data about you (health information) to grant you postponement or reduction of loan payments with your consent, cf. GDPR, art. 6.1(a) and 9.2(a).
- We process special categories of data about you (information on poor or missing eyesight) in to give you agreed cash deliveries with your consent, cf. GDPR, art. 6.1(a) and 9.2(a).
- We process special categories of data about you (political standing) used in financial crime compliance area to investigate unusual activity based on legal requirements in the White Wash Act, cf. GDPR art. 6.1(c), 9.2(g) and 9.3.
- We may process special categories of data about you in whistle blower cases subject to special requirements and protection under the Whistle Blower Act, cf. GDPR art. 6.1(c), 9.2(g) and 9.3.
- We may process special categories of personal data about you if such processing is necessary for the establishment, exercise or defence of legal claims, cf. GDPR art. 9.1(f).



## 5. How we collect the personal data we have about you

### *Personal data collected from you*

We collect information that you share with us or that we obtain by observing your actions, including for example when

- you fill in applications and other forms for ordering services and products
- you submit specific documents to us
- you participate in meetings with us, for example with your adviser
- you talk to us on the phone
- you use our website, mobile applications, products, and services
- you participate in our customer surveys or promotions organised by us
- you communicate with us by letter and digital means, including emails, or on social media
- you use our digital solutions or visit our websites
- you provide us with your household information
- we collect personal data from electronic communications, telephone and video recordings and monitoring
- we track your subscription to newsletters

We are obliged to monitor and store all electronic communications related to investment services, for instance when we chat, email or speak on the phone with you. We also store video recordings of you if you have visited our premises. We store this information according to the requirements of the Danish TV Surveillance Act (TV-overvågningsloven).

Incoming and outgoing calls and online meetings are recorded, listened to and stored to comply with regulatory requirements but also for documentation purposes. We refer to our [information on recording of phone conversations](#) for details on our recording and processing of personal data in relation to voice and online meeting recordings.

To improve the quality of our meetings with you and provide a better customer experience, we may use your personal data to automatically transcribe MS Teams online meetings, and to take meeting summaries. We use AI technology for transcription and summarising meetings. The transcription will additionally be used to analyse and ensure the accuracy of the summaries. Read more about how we process your personal data in our [information on automatic transcription and meeting minutes](#).

### *Personal data collected from use of cookies*

We may use cookies and similar technology on our websites and in our digital solutions and apps. When you first enter one of our websites or download our apps, we set necessary cookies to enable you

to use our services. If you consent to additional cookies, such as functional, statistical and/or marketing cookies, we set cookies according to your consent to measure, analyse and improve the use and performance of our products and services and to the extent applicable and relevant to tailor and send you relevant marketing messages.

Some of the marketing cookies are owned by third parties, such as Meta or Google. We share responsibility (joint controllership) for such third parties' use of your personal data which is collected by way of cookies and processed for our benefit. We refer to our cookie policy ([Danske Bank's cookie policy](#)) for further information.

## *Personal data we collect from third parties*

We receive and collect data from third parties, including for example from:

- Shops, banks, payment and service providers when you use your credit or payment cards or other payment services. We process the personal data to execute payments and prepare account statements, payment summaries and the like.
- Members of your household if they are customers, to perform required disposable income calculations.
- If you have a joint account with someone, we collect information about you from your co-account holder.
- The Danish Central Office of Civil Registration (CPR-kontoret), or equivalent local central civil registration offices as well as other publicly accessible sources and registers. We process the data for example for identification and verification purposes and to update data and check personal data accuracy, cf. GDPR art. 6.1(f), section 11 of the Danish Data Protection Act and section 43 b of the Danish Financial Business Act.
- Credit information agencies and warning registers. We collect and process the personal data to perform credit assessments. We update the personal data regularly.
- Other entities of the Danske Bank Group, if we have your consent, for example to provide you with better customised products and services.
- Other entities of the Danske Bank Group, if existing legislation allows or requires us to share the information, for example if it is necessary to comply with group-based management control and/or reporting requirements established by law, such as the Capital Requirement Regulation (CRR).
- External data controllers, such as business partners (including correspondent banks and other banks) and vendors, if we have your consent or if permitted under existing legislation, for example in order to provide you with a service or product provided by an external business partner you have signed up for, to enable our customers to use banking services abroad or to prevent and detect money laundering, fraud, abuse and loss.
- The customer you have a relation to.



## *6. Third parties that we share your personal data with*

We will keep your information confidential under applicable banking secrecy rules. However, where we have due cause (in Danish 'berettiget videregivelse') as per some of the examples set out below, we may disclose and share relevant personal data with group companies and third parties, who are also obliged to keep your personal data confidential:

- Other entities of the Danske Bank Group, if we have your consent, for example to provide you with better customised products and services.
- Other entities of the Danske Bank Group, if existing legislation allows or requires us to share the information, for example if it is necessary to comply with group-based management or risk management requirements imposed by law or regulations (e.g. Capital Requirement Regulation) and/or reporting requirements established by law or required by regulators.
- The National Unit for Special Crime (National enhed for Særlig Kriminalitet (NSK)) in accordance with anti-money laundering legislation.





- If you have asked us to transfer money to others, we disclose personal data about you that is necessary to identify you and to perform the transaction.
- When we process your international payments, your personal data may be processed by Swift in the context of Swift's Transaction Processing Services, which enable us to send and receive financial messages or files, and to pre-validate, track and manage financial transactions. For further information on the data protection practices of Swift in relation to the processing of your personal data in the context of Swift's Transaction Processing Services, please consult Swift's Personal Data Protection Policy (PDPP).
- Service providers authorised as an account information service, payment initiation service or card-based payment instrument provider, if you (or someone who via our online services can view information about your accounts or initiate payments on your behalf) request such a service provider to receive information about you.
- Card producers, when cards are imprinted with your personal data.
- Card issuers, payees and holders of lists of blocked cards, e.g. Nets, in case you request us to block your debit or credit card or if we have reasonable suspicion of card abuse or for Nets to be able to prevent fraud.
- Guarantors, individuals holding a power of attorney, lawyers, accountants, or others you have authorised us to share information with.
- If you have joint financial products with someone, such as a joint account or a child savings account, we share your information, including personal identification number, with your co-product holder/owner and for tax reporting purposes.
- Nets and other banks, if required or permitted under existing legislation, to prevent and detect money laundering, fraud, card abuse and loss.
- Lawyers, accountants, consultants.
- Courier services. We use courier services to deliver, for example, credit cards to you, and we disclose your name, address and telephone number to them, so you can receive the consignment.
- IT service and outsourcing providers as well as personal data processors to provide services to us and you.
- Social media companies, such as Meta and Google when you have given your consent for direct marketing purposes
- Public authorities as required by law or according to court orders or requests from the police, the bailiff or other authorities. This could include the Danish Police, the Danish Public Prosecutor, the National Unit for Special Crime (National enhed for Særlig Kriminalitet (NSK)), the Danish tax authorities in accordance with the Danish Tax Reporting Act, municipalities with reference to the Danish Act on Legal Protection and Administration in Social Matters and the Danish central bank (Danmarks Nationalbank) for statistical and other purposes.
- Regulators, such as the Danish Financial Supervisory Authority (Finanstilsynet), the Data Protection Agency (Datatilsynet), the Agency for Digital Government (Digitaliseringsstyrelsen), law enforcement agencies and authorities in Denmark or abroad in connection with their duties.
- Credit information agencies. If you default on your obligations to Danske Bank, we may report you to credit information agencies and/or warning registers in accordance with applicable law.
- Debt collection agencies. If you default on your performance on a credit agreement, we will transfer information of your debt to a debt collection agency.
- For social and economic research or statistics purposes, including where it would be in the public interest.
- In connection with transactions (including transfers, asset sales, mergers and acquisitions) which entail transfer of all or part of your business to another company, we may share your personal data to the extent necessary to complete the transfer and your customer relationship within the framework of the legal requirements we must comply with.
- Loyalty Key A/S. If you participate in our Loyalty Key Cash Back Programme, we share personal data, including card details and purchase information, with Loyalty Key A/S to manage the Cashback Programme
- Our corporate customer, if you are employed by that customer.





## 7. Profiling and automated decisions

### *Profiling*

We are constantly working to develop, improve and manage our products and systems. We use data analysis and statistics and evaluate our analyses, models and theories on customer behaviour with the use of advanced analytical innovative methods, such as machine learning and AI. This helps us, for example, to set fees and prices and provides the basis for our marketing and business development. We continually process customer personal data, develop profiles with the use of machine learning models to help us to offer products that meet our customer's unique needs and prioritise customer enquiries in an efficient way. We also process personal data for process and system development and improvement purposes, including through tests.

We may use automated processing tools, including AI-powered solutions, to improve the efficiency of our services. These tools are subject to appropriate safeguards and human oversight. Personal data processed through these tools remains subject to the same protection standards as all other processing activities. We use transactional, behavioural and demographic personal data for statistical analysis and for developing new models, products and services. We analyse both publicly available data, internal data, including data from other Group Companies, and external data. The analyses allow us to create customer profiles and capture life-changing events, such as first job, home purchase or retirement. We do this to be a relevant bank for our customers and to provide the best financial advice. Our processing of personal data for the abovementioned purposes is always based on an appropriate legal basis, such as your consent, and you will be informed in more detail when we use your personal data in such a process.

We use cookies and similar technology on our websites and in our digital apps for marketing purposes, including for marketing via digital channels and social platforms such as Facebook. You can read more about this in our cookie policy.

### *Automated decision-making*

With automated decision-making, we use our systems to make decisions without any human involvement based on the personal data we have about you. Depending on the specific decision, we might also use personal information from public registers and other public sources. Automated decision-making helps us ensure that decisions are quicker and more fair, efficient and correct than decisions made through a similar manual process. You will always be informed directly when we use your personal data in a process with automated decision-making.

We use automated decisions, for example, to approve loans and credit cards, to prevent and detect money laundering and to prevent and detect fraud.

In relation to loans and credit cards, we consider information about your income, your expenses and how well you have kept up on payments in the past. This will be used to determine the amount we can lend you.

In relation to the prevention and detection of money laundering, we perform identity and address checks against public registers and sanctions checks.

In relation to fraud prevention and protection, we do our best to protect you and your account against criminal or fraudulent activity by monitoring your transactions (payments to and from your account) to identify unusual transactions (for example payments you would not normally make or that are made at an unusual time or location). This may stop us from executing a payment that is likely to be fraudulent.



## 8. Transfer of personal data to third countries

We are committed to ensuring the security of your personal data. For this reason, we prioritize that our main data hosting lies within the EEA, leveraging on data centres with robust security measures. To the extent we

transfer your personal data to a business partner outside the EEA, we are committed to ensure that our transfer of your personal data is conducted in accordance with GDPR Chapter V.

We have suppliers in countries that appear on the European Commission's list of safe third countries [countries that have received an adequacy decision].

As part of our operations, we may in a few cases transfer your data to recipients who are located in an unsafe third country (not subject to an adequacy decision from the European Commission). In these cases, we generally apply Standard Contractual Clauses with appropriate supplementary measures implemented when necessary to ensure that the transfers are subject to appropriate safeguards under the GDPR.

Where relevant to the context of our engagements with you and processing of your personal data, your information is transferred to our IT partner Infosys in India for the provision of agreed services to Danske Bank. We have documented that we have no reason to believe that the relevant legislation will be interpreted or applied in practice in a way that would affect the transferred personal data or compromise the protection required under the GDPR.

Your personal data may also be transferred to an unsafe third country in support cases where an emergency makes it necessary for us to utilize support outside the EEA to obtain what is known as 'follow the sun support' from our vendors' specialised employees located in various countries. Such transfers, i.e. remote view/screen sharing access, only occurs when absolutely necessary. Support requests and remote access typically do not include your personal data. However, if unresolved issues require vendor support involvement, Danske Bank employees may, in exceptional circumstances, determine that sharing a screen shot containing your personal data or engaging in video calls where vendors can view your personal data is necessary during the support process, although your personal data is not the main focus in the support procedure.

You can read more about how we transfer personal data here: [Transfer of your data to third countries](#) website.



## 9. How long do we store your personal data?

We keep your personal data only for as long as it is needed for the specified purposes for which your personal data was registered and used or as required by law for the purpose. The personal data will subsequently be deleted or irreversibly anonymised.

We have many different processes where we use your personal data and many different legal bases for retention of your personal data. Our retention periods vary from a few minutes up to 30 years. Below you see some examples of retention periods, but please note that the list is not exhaustive:

- We keep your account information for up to 10 years in accordance with the statutory limitation periods.
- We keep your Know Your Customer information for as long as you are a customer and for an additional 5 years as required by the Danish Anti-Money Laundering Act.
- We keep credit and collateral agreements for up to 10 years after expiry to document our agreement so we may defend our legal rights within statutory limitation periods.
- If you have a Danske Bank credit product, we keep your credit information for as long as you are a customer and for 7 years after termination of our customer relationship.
- We keep your consent to our use of cookies for 1 year unless you withdraw it earlier.
- In one circumstance, we keep your personal data for a period 30 years or more, cf. GDPR art. 6.1(f). This is exclusively for use in our Internal Ratings Based (IRB) models used for Danske Bank's risk management and calculation of capital requirements under the Capital Requirements Regulation (CRR) and where we are required to document financial crises cycles.
- We keep your voice recordings for 15 months for general documentation purposes, and if the voice recording relates to investments, we have a legal obligation to keep it for 5 years under MiFID II. Reference is made to our information on [recording of conversations and online meetings](#) for details on our recording and processing of personal data in relation to conversations and online meeting recordings.

- We retain transcriptions of Microsoft Teams meetings with customers for 30 days for analysis and to ensure the accuracy of the minutes based on these transcriptions. The transcription of internal meetings and external meetings with suppliers and partners will be retained for as long as necessary to fulfil the purpose for which they are created, cf. [Automatic transcription and meeting minutes](#).
- If you, as a potential customer, have asked for an offer for a loan or another product or service, but decline the offer and do not become a customer, your personal data will normally be stored for 6 months, but may for some purposes be stored longer to comply with other legal obligations, for example under the Danish Anti-Money Laundering Act.
- Surveillance videos are deleted 30 days after they were made in accordance with the Danish TV Surveillance Act (TV-overvågningsloven). In case of a police investigation, the video may be stored for a longer period.



## 10. Your rights

Your rights in relation to personal data are described below. To exercise your rights, you can use any channel to contact us, for example:

- Contact us on our main telephone number (+45 70 12 34 56).
- Contact us via e-mail [gdpr\\_data\\_subject\\_rights@danskebank.com](mailto:gdpr_data_subject_rights@danskebank.com)
- Contact your adviser directly, if you have one, or via message in Danske eBanking or Danske Mobile Banking.

See section 12 for more information on how to contact Danske Bank about data protection.

### *Right to access your personal data*

You have the right to request access to your personal data and to request information about the processing we carry out. Your right of access may, however, be restricted by legislation, protection of other persons' privacy and consideration for our business and practices. Access to video surveillance may be restricted due to the prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, including the safeguarding against and the prevention of threats to employees. Our know-how, business secrets as well as internal assessments and material may also be exempt from the right of access.

If you wish to exercise your right of access under the GDPR, the best way to contact us is to write to [GDPR-insight@danskebank.dk](mailto:GDPR-insight@danskebank.dk) or submit the request via [website form](#). In the Profile section of Mobile Banking, you can also get an overview of the most common data we process about you, and you can update your personal information if there have been changes.

### *Right to object to processing*

In certain circumstances, you have the right to object to the processing of your personal data, for instance when we use automated decision-making processes, or, for example, when the processing is based on our legitimate interests.

You have the right to object to our use of your personal data for direct marketing purposes, including profiling related to such purposes.

### *Right to rectification of your data*

If your personal data is inaccurate, you are entitled to have your personal data rectified. If your personal data is incomplete, you are entitled to have the personal data completed, including by means of providing us with a supplementary statement.

## *Right to erasure ('right to be forgotten')*

You are entitled to have your personal data erased if the personal data is no longer necessary for the purposes for which it was collected.

However, in the following cases, we are required to keep your personal data:

- To comply with a legal obligation\*, for instance if we are obliged by law to hold your personal data for a certain period, for example according to the Danish Anti-Money Laundering Act or the Danish Bookkeeping Act. In such situations, we cannot erase your personal data until the required retention period has expired.
- For the performance of a task carried out in the public interest, such as sending statistical data to the Danish Central Bank [Nationalbanken].
- For establishment, exercise, or defence of legal claims.

## *Restriction of use*

If you believe that the data that we have registered about you is incorrect, or if you have objected to our use of the data, you are entitled to obtain restricted processing of your personal data for retention only until we can verify the correctness of the data or if our legitimate interests outweigh your interests or not.

## *Data portability*

You have the right to receive personal data which you have provided to us yourself in a structured, commonly used and machine-readable format for personal use. You also have the right to request that we transmit this data directly to another data controller.



## *11. Changes to this privacy notice*

We are required to update this privacy notice on a regular basis. When we do, you will see that the 'effective from' date at the top of this document changes. If changes to how your personal data is processed will have a significant effect on you personally, we will take reasonable steps to notify you of the changes to allow you to exercise your rights (for example to object to the processing).



## *12. Contact details and how to complain*

You are always welcome to contact us if you have questions about your privacy rights and how we process personal data.

You can contact us on our main telephone number [+45 70 12 34 56] or contact your adviser directly, if you have one, or via message in Danske eBanking or Danske Mobile Banking, or you can send us a letter to Danske Bank A/S, Bernstorffsgade 40, DK-1577 København V, Denmark.

You can contact our data protection officer with all questions on our use of your personal data by email to [dpofunction@danskebank.com](mailto:dpofunction@danskebank.com) or by sending a letter to the above address.

If you are dissatisfied with how we process your personal data or if your dialogue with our Data Protection Officer has not led to a satisfactory outcome, you may lodge a complaint with the Danish Data Protection Authority: Datatilsynet, Carl Jacobsens Vej 35, DK-2500 Valby, email address: [dt@datatilsynet.dk](mailto:dt@datatilsynet.dk).

If, for example, your residence or the place of the alleged infringement is in or is related to another member state than Denmark, you can typically also lodge a complaint with the data protection authority in that member state. You always have the option to try your case in court.