



Privacy Statement

This statement was last updated January 2023. This statement will be regularly updated to reflect any changes in the way we process your personal data or any changes in applicable law.

Here you find all you need to know about how Breakawai will protect the personal data we process as well as your rights.

Our Commitment

Breakawai is committed to ensuring a high level of protection of your personal data in accordance with the applicable legal framework, and especially, with the The General Data Protection Regulation (GDPR) 2016/679 of the European Parliament and of the Council. Your personal data is collected and processed in compliance with the applicable legal framework. For further information we refer to your website of your data protection authority.

Breakawai has implemented internal processes relating to the protection of personal data that incorporates the principles resulting from the legal framework described above: explicit and legitimate purpose of processing activities, relevance and proportionality of the data collected, limited data retention period, data security and confidentiality, respect of the rights of the data subjects.

Purpose for processing your personal data

The personal data you provide us with is processed for marketing purposes by Breakawai acting as data controller within the meaning of the regulations. We use data about you to make our service better and ensure quality in our products and services as well as in our contact with you. We collect and store your data for specific purposes or other legitimate business purposes.

This happens when we need to:

- Manage your purchase and delivery of our service
- Meet your product or service request
- Improve our products and services
- Customize our communication and marketing to you
- Managing your relationship with us

Most of the personal data that we process for marketing purposes concern customers or prospects with whom we already have, or with whom we wish to develop a business relationship.

We base the processing of your personal data for the purposes mentioned above on your prior consent, to the extent such consent is mandatory under the applicable legal framework. When you are asked to click on/check "I accept", "I agree" or similar in forms etc. in relation to a personal data protection notice, doing so will be considered as providing your consent to the processing of your personal data for the stated purposes. In this context, you have the possibility to withdraw your consent to the processing of your data for marketing purposes at any time.

When consent is not legally required, such action will be considered as a mere acknowledgement and the legal basis of the processing of your personal data will not be your consent but legitimate interest, that of meeting

Breakawai Aps, CVR: 40409548

Inge Lehmannsgade 10, 5 sal
8000 Aarhus C



your commercial needs and developing our commercial or brand image activities, without prejudice to your rights and freedoms, as data subject. In this regard, we undertake to contact you in the most relevant way in relation to your needs, or in response to your requests. In this context, you have the possibility to object to the further processing of your personal data for marketing purposes.

Personal data processed

The information we process for marketing purposes can be collected in different ways:

- Directly from you if you have asked us to do so (e.g. contact form) or when you shared your contact information with us (e.g. participation in an event or contest, if you've communicated your business card, if you've downloaded a white paper or other online publications).
- Indirectly when the data has been transmitted to us by an intermediary (e.g., transmission by a partner in the context of an action co-organised with Breakawai).

When data is collected through an intermediary, we take the necessary measures to ensure that the collection of your data has been carried out under lawful conditions and is compatible with our intended uses.

- Eventually, we may obtain contact information from public sources when the information is openly available, including content published on websites (e.g., "contact" section of a company website) or professional social networks (e.g. LinkedIn).

The data collected allows Breakawai to know more about: your identity, your professional details, and functions, as well as your needs in relation to our business activity interests. This data may be supplemented by the exchanges and interactions you have had with Breakawai.

As part of our marketing practices, we respect the principles of relevance and minimization when collecting your data, which means that only information that allows us to create, maintain or develop our business relationships is collected.

Data retention period

Your personal data is subject to a limited retention period. As a matter of principle, it is kept for the duration of the business relationship that is established between you or your company and Breakawai. In any case, your data will be kept in accordance with the specific records management and retention policies and procedures we follow, in line with the recommendations of the competent data protection authorities.

Access to your data

Your data is accessible to Breakawai marketing and sales teams and allow these services to develop our business relationships. For technical reasons, it is also accessible to the authorized persons from our IT services. When a processor intervenes on our behalf, we ensure that data transfers or exchanges are limited to what is necessary and are carried out in compliance with the authorized purposes of processing, with all appropriate guarantees for the protection of your personal data.

Your data is not sold nor disclosed to any third party.

Your rights

You can refuse to receive marketing communications by checking, or not checking certain boxes on the forms

Breakawai Aps, CVR: 40409548

Inge Lehmannsgade 10, 5 sal
8000 Aarhus C



we use to collect your personal data.

Otherwise, you have the right to access, correct and delete your personal data. You can also object to the processing of your data for marketing purposes. For this purpose, our communications are accompanied by subscription links.

If for a reason or another, these means are unavailable to you or inoperative, you may exercise these rights at any time and directly by sending an e-mail to our Data Protection Officer: lb@breakawai.com

Breakawai Aps, CVR: 40409548

Inge Lehmannsgade 10, 5 sal
8000 Aahus C