

## **Privacy policy – eCMR website/app**

This privacy policy is for this website and app [www.ecmr.dk](http://www.ecmr.dk) and "eCMR" and served by "ITD – Trade association for the Danish road transport of goods" and governs the privacy of its users who choose to use it.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. Furthermore, the way this website processes, stores and protects user data and information is also detailed within this policy.

### **The website/app**

This website/app and its owners take a proactive approach to user privacy and ensure that necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website/app complies with all Danish national laws and requirements for user privacy.

### **Use of cookies**

The website uses cookies to improve the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or prohibit the use of cookies on their computer/device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

Cookies are small files saved on the user's computer's hard drive tracking, saving and storing information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computer's hard drive they should take necessary steps within their web browser's security settings to block all cookies from this website and its external serving vendors.

The website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie on your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

Other cookies may be stored on your computer's hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may last longer. No personal information is stored, saved or collected.

### **Contact & communication**

Users contacting this website/app and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Act on processing personal data (LOV no. 429 dated 31/05/2000). Every effort has been made to ensure a safe and secure form to email submission process but advise is given to users using such form to email processes, that they do so at their own risk.

This website/app and its owners use any information submitted to provide you with further information about the products/services they offer or to assist you in answering any questions or queries you may have submitted. This includes using your details to subscribe you to any email newsletter program the website operates, but only if this was made clear to you, and your express permission was granted when submitting any form to email process. Or whereby you the consumer has previously purchased from or enquired about purchasing from the company a product or service that the email newsletter relates to. This is by no means an entire list of your user rights in regards to receiving email marketing material. Your details are not passed on to any third parties.

## **Email Newsletter**

The website operates an email newsletter program, used to inform subscribers about products and services supplied by this website. Users can subscribe through an online automated process, should they wish to do so, but do so at their own discretion. Some subscriptions may be manually processed through prior written agreement with the user.

Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include: the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is by no far a comprehensive list].

This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

## **External links**

Although this website only seems to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites, etc.)

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note that they click on external links at their own risk, and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **Adverts and sponsored links**

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, who may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertiser's website through a referral program, which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies, which may in turn be saved on your computer's hard drive. Users should therefore note that they click on sponsored external links at their own risk, and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **Social media platforms**

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate/engage upon them with due care and caution in regards to their own privacy and personal details. This website/app nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users, wishing to discuss sensitive details, to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons, which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

## **Personal data**

Our users privacy is important to us. This privacy policy is intended to give you confidence in the privacy and security of the personal information we obtain from you whether you are using the eCMR website or the app.

However, please note that we are not responsible for any use of your personal information you provide to third-party applications or websites that may be accessed via the website or app. We recommend that you review the privacy policy of any third-party applications or websites that you use.

The e-CMR app requests permission to get access to camera and phone.

This website/app will not disclose any personal or sensitive user data related to payment activities, other economic activities or any civil registration. Nor will this website/app allow unauthorized publishing or disclosure of people's non-public contacts.

We will not disclose your personal information to any third party unless you have consented to such disclosure or where we are required to do so by law. Should you breach our terms and conditions or terms of use or if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, we may disclose your information to a relevant authority. This may include exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction. Any disclosure of personal information will be strictly controlled and made fully in accordance with current danish law.

Version 2.0 March 2017 Edited & customised by: ITD - Trade association for the Danish road transport of goods, Lyren 1, DK-6330 Padborg – [www.itd.dk](http://www.itd.dk) – Email: [ecmr@itd.dk](mailto:ecmr@itd.dk)