

Privacy Policy, Overview of Processing Activities

Last updated in September 2026.

This overview is also available in Danish. In the event of any discrepancy between the Danish and English versions, the Danish version shall prevail.

Title	Types of personal data	Category	Purpose	Legal basis	When and how the data is collected	Retention period	Categories of recipients
Customer data	Job title and role, contact details (email address and telephone number), and agreements entered into, completed forms and signed contracts	Ordinary personal data	To perform the agreements we enter into with our customers, provide customer service, and market and sell our products, including invoicing, quotations, follow-up, status updates, support, service information, etc.	Where you are a direct party to the agreement we have entered into with our customer, the legal basis for the processing is Article 6(1)(b) of the GDPR, performance of a contract. Where you are a person associated with one of our customers, the legal basis for the processing is Article 6(1)(f) of the GDPR and our legitimate interest in being able to communicate with, market ourselves to and sell to our customers as part of the operation of our business.	At the customer's initiative, i.e. in connection with entering into an agreement	For the duration of the customer relationship + up to 5 years pursuant to the Danish Bookkeeping Act	May, depending on the circumstances, be processed by: IT and service providers Auditors Legal advisers
Work-related contact details for B2B campaigns in Sweden	Name, job title/role, work email address and company affiliation, cross-referenced with company information and the subject matter of the campaign	Ordinary personal data	To target B2B campaigns at the right people within companies in Sweden, and to market ourselves to those companies with relevant offers, without contacting the wrong address or otherwise causing unnecessary disturbance.	Article 6(1)(f) of the GDPR and our legitimate interest in being able to communicate with and carry out targeted marketing towards the right prospective customers in Sweden, as part of the operation of our business.	Within one month prior to the distribution of campaign emails	Until the recipient actively opts out of being contacted, responds to us and thereby becomes a customer or a prospective customer, or one month after the campaign has ended.	May, depending on the circumstances, be processed by: IT and service providers Legal advisers
Contact and dialogue data on stakeholders, and existing and prospective customers	Job title and role, contact details (email address and telephone number), notes on the status of ongoing dialogue, quotations and deliveries, and emails, messages and other communications.	Ordinary personal data	To communicate with our customers and other stakeholders, and to maintain an overview of this communication.	Article 6(1)(f) of the GDPR and our legitimate interest in being able to communicate with, market ourselves to and sell to our customers as part of the operation of our business.	When we enter into a dialogue, or when we become aware of a possible customer or supplier	Retained for as long as a customer relationship continues, or the dialogue remains relevant	May, depending on the circumstances, be processed by: IT and service providers Legal advisers
Contact details provided when contacting us	Name, email address, telephone number and any other information provided	Ordinary personal data	To communicate with individuals who contact our company.	Article 6(1)(f) of the GDPR and our legitimate interest in being able to process and respond to the enquiries we receive.	When you contact us by telephone, email, contact form or other means, we retain the information you have chosen to provide in your communication with us.	As a general rule, general enquiries are deleted no later than 1 year after the most recent contact	May, depending on the circumstances, be processed by: IT and service providers Legal advisers
User data	Name, job title, email address, work telephone number, company, login details and other user-related data	Ordinary personal data	To provide you with access to our products, resend forgotten login details, provide direct support, contact you in the event of technical issues, and provide information about service status and changes to the products you use.	Article 6(1)(f) of the GDPR and our legitimate interest in ensuring that our customers have access to our products, and in implementing the necessary security measures.	At the customer's initiative, i.e. when access to our systems is set up	For the duration of the customer relationship + 1 year	May, depending on the circumstances, be processed by: IT and service providers
Personal settings	Associated products, settings within the products	Ordinary personal data	To manage your access to our products, brands, shared features and similar functionality, and to provide you with a better user experience.	Article 6(1)(f) of the GDPR and our legitimate interest in managing our customers' access to our products and improving the user experience.	At the customer's initiative, i.e. when access to and use of our systems is set up	For the duration of the customer relationship + 1 year	May, depending on the circumstances, be processed by: IT and service providers
User interaction log	History of logins, lookups performed, reports run, error messages, exports, IP address and the like	Ordinary personal data	We log lookups and usage for several purposes, including the ongoing optimisation and improvement of our products, usage statistics, advising customers on optimal use, and for security purposes and the prevention of misuse.	Article 6(1)(f) of the GDPR and our legitimate interest in improving and optimising our products, and in implementing the necessary security measures.	At the user's initiative, when the relevant action is performed, i.e. when logging in, performing statistical lookups, etc.	For the duration of the customer relationship + 1 year	May, depending on the circumstances, be processed by: IT and service providers
Newsletters	Email address and, where provided, name, company and any areas of interest	Ordinary personal data	To send you newsletters, offers, invitations and other marketing material, as well as information on the categories/products you are interested in (areas of interest).	Article 6(1)(a) of the GDPR, your consent. You can withdraw your consent via the links in the newsletters sent to you, or via the subscription panel on the individual website on which you subscribed. You can also contact us by telephone or email, and we will be happy to assist you.	At the user's initiative, i.e. upon subscribing to our newsletters	As a general rule, the data is retained until you unsubscribe from the newsletter, but in certain cases it may be deleted earlier, for example if we establish that the newsletters cannot be delivered to the email address provided.	May, depending on the circumstances, be processed by: IT and service providers

Service status updates	Email address	Ordinary personal data	To send you service status updates for the products for which you have indicated that you wish to receive them.	Article 6(1)(a) of the GDPR, your consent. You can withdraw your consent via the links in the service status updates sent to you, or by entering your email address in the subscription panel at status.dbi-it.com. You will then receive an email containing a link to your settings window, where you can unsubscribe.	At the user's initiative, i.e. upon subscribing to service status updates on our status page	As a general rule, the data is retained until you unsubscribe from the service status updates, but in certain cases it may be deleted earlier, for example if we establish that the updates cannot be delivered to the email address provided.	May, depending on the circumstances, be processed by: IT and service providers
Vehicle data	Registration number, vehicle identification number (VIN) and other vehicle registration data, including information on registration status, history and geography	Ordinary personal data (where the data can be linked to an identifiable individual)	To make vehicle information available to our customers.	Article 6(1)(f) of the GDPR and our legitimate interest in making vehicle information available to our customers.	Collected from public and private data sources. The data is updated daily	As a general rule, the data is retained for as long as it remains relevant	May, depending on the circumstances, be processed by: Customers IT and service providers
Contact details of business contacts responsible for specific functions within Danish and Swedish companies	Name, job title/role, work email address, work telephone number and similar information	Ordinary personal data	To make information about a company's business contacts responsible for specific functions available to our customers.	Article 6(1)(f) of the GDPR and our legitimate interest in making information about companies' business contacts responsible for specific functions available to our customers.	Collected from public and private data sources, including the Danish Central Business Register (CVR). The data is updated daily.	As a general rule, the data is retained for as long as it remains relevant	May, depending on the circumstances, be processed by: Customers IT and service providers
Strictly necessary cookies	IP address, browser and session data, and other navigation data, including the necessary recording of cookie consents	Ordinary personal data	To provide a functioning website. Without these cookies, the website cannot function.	Article 6(1)(f) of the GDPR and our legitimate interest in providing a functioning website.	When visiting and navigating our websites	The retention period for each individual cookie is set out in the cookie declaration on our websites	May, depending on the circumstances, be processed by: IT and service providers
Functional cookies	Language settings, security checks and preferences	Ordinary personal data	Support preferences such as language selection, page display, security checks, any linking to external systems from which you interact with us (typically social media), and your use of our websites across our products. You can view the details of each individual cookie in the settings panel on the relevant website, which you open from the cookie icon typically located in one of the bottom corners of the website.	Article 6(1)(a) of the GDPR, your consent. You can withdraw your consent at any time via the cookie settings panel on the relevant website, which you open from the cookie icon typically located in one of the bottom corners of the website.	The data is collected once you have given your consent to these cookies on our websites. Data is collected only in accordance with the selections you have made in the cookie settings panel on the relevant website.	The retention period for each individual cookie is set out in the cookie declaration on our websites. This can be found within the cookie settings panel.	May, depending on the circumstances, be processed by: IT and service providers
Statistical cookies and similar tracking technologies	Statistical cookies, including tracking technologies that identify the physical device and its interaction with the page	Ordinary personal data	To collect information about how visitors use our websites. Among other things, this can help us improve our products and further develop the layout and search functionality of our websites. You can view the details of each individual cookie in the settings panel on the relevant website, which you open from the cookie icon typically located in one of the bottom corners of the website.	Article 6(1)(a) of the GDPR, your consent. You can withdraw your consent at any time via the cookie settings panel on the relevant website, which you open from the cookie icon typically located in one of the bottom corners of the website.	The data is collected once you have given your consent to these cookies on our websites. Data is collected only in accordance with the selections you have made in the cookie settings panel on the relevant website.	The retention period for each individual cookie is set out in the cookie declaration on our websites. This can be found within the cookie settings panel.	May, depending on the circumstances, be processed by: IT and service providers
Marketing cookies and similar tracking technologies	Marketing cookies and similar tracking technologies	Ordinary personal data	To collect information about visitors to our websites in order to target our marketing and conduct campaigns, including showing you advertisements. You can view the details of each individual cookie in the settings panel on the relevant website, which you open from the cookie icon typically located in one of the bottom corners of the website.	Article 6(1)(a) of the GDPR, your consent. You can withdraw your consent at any time via the cookie settings panel on the relevant website, which you open from the cookie icon typically located in one of the bottom corners of the website.	The data is collected once you have given your consent to these cookies on our websites. Data is collected only in accordance with the selections you have made in the cookie settings panel on the relevant website.	The retention period for each individual cookie is set out in the cookie declaration on our websites. This can be found within the cookie settings panel.	May, depending on the circumstances, be processed by: IT and service providers

Social media (LinkedIn)	Information from our social media pages, including the statistics and analytics we receive on an ongoing basis about visitors to our pages from the social media provider, and responses to the advertisements, campaigns or other interactions we run via the social media platform.	Ordinary personal data	To improve our products and services, and to communicate with and market ourselves to our customers, followers and other stakeholders. For these purposes, we use, among other things, the statistics and analytics we receive on an ongoing basis about visitors to our pages on the social media platform, as well as those referred to our pages from the platform. Article 6(1)(a) of the GDPR applies to the processing for which the social media provider has obtained your consent. The balancing-of-interests rule in Article 6(1)(f) of the GDPR also applies, on the basis of our legitimate interest in marketing ourselves to and communicating with customers, followers and other stakeholders via social media, and in improving our products and services. Where the legal basis is your consent, you can withdraw your consent via the settings of the relevant social media platform. For further information about your data on LinkedIn, see: https://www.linkedin.com/legal/privacy-policy https://www.linkedin.com/legal/cookie-policy	When you visit our pages on the social media platform, interact with us via the platform, or visit us via links from the platform.	You can delete your own posts and comments from our pages when you no longer want them to be available on the profile/page. The data is retained in accordance with the deletion periods set by the relevant social media platform. For further information about your data on LinkedIn, see: https://www.linkedin.com/legal/privacy-policy https://www.linkedin.com/legal/cookie-policy	May, depending on the circumstances, be processed by: The social media provider IT and service providers The social media provider will typically process personal data about you for the purpose of compiling statistics about your behaviour, including on the basis of your visits to our pages on its platform, improving its advertising system, and delivering advertising and personalising activities on the page. Please note that the social media provider may share data with, among others, partners, advertisers, measurement partners and researchers, and may also transfer data to countries outside the EU/EEA.
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