

Creative Business Cup Privacy Policy

This Privacy Policy explains how Creative Business Cup processes and protects your personal information.

1. Data Responsible Entity

Fonden Creative Business Cup
 Gammel Kongevej 11, 4.
 1610 København V
 CVR-nr: 38445863

gdpr@creativebusinesscup.com

Phone: +45 3167 2740

2. Description of the processing

Purpose	Categories of personal information	Sources	Data Processing	Recipients	Storage
<p>Startups and Entrepreneurs</p> <p>Personal information is used to contact you, invite you to events, send newsletters etc. Your business plan and indicators are used to match and connect you with potential investors and partners and screen for competition and event participation, and to provide our services.</p>	<p>General personal Information</p> <ul style="list-style-type: none"> Name, Address, Phone Number, Email, Founder and team information, Logo, Business Indicators Payment and bank information 	<p>We collect information from the following sources:</p> <ul style="list-style-type: none"> Directly from you YouNoodle Eventbrite Valuar Other public accessible sources 	<p>We process your personal information based on the following</p> <ul style="list-style-type: none"> When it is necessary to assess, evaluate, screen and select for events and competitions. Sending out newsletters that you opt-in on Sending post-event evaluations, surveys etc. 	<p>We can transfer and share your personal information under the following circumstances</p> <ul style="list-style-type: none"> With a group of jurors, mentors and others relevant for events you sign up for Share on websites, in catalogues etc. related to events you are part of – with your consent Payment of prize money or for other 	<p>We will store your personal information for as long as it is relevant for the purposes mentioned</p> <ul style="list-style-type: none"> Up to 5 years - related to Danish Accounting laws As long as you opt-in on newsletters etc. For 5 years after you have signed up on one of our affiliated platforms

			<ul style="list-style-type: none"> • When needed to connect you and your business with potential partners, investors and other opportunities – with your consent • Necessary for payments and other economic transactions 	<p>financial and economic transactions</p> <ul style="list-style-type: none"> • Third party data processors 	
<p>Participants and newsletter recipients</p> <p>Personal information is used to contact you, invite you to events, send newsletters, evaluations and surveys and to provide our services, meet your preferences and interests etc.</p>	<p>General personal Information</p> <ul style="list-style-type: none"> • Name • Address • Phone Number • Email • Business contacts • Preferences and choices • Online behaviour 	<p>We collect information from the following sources:</p> <ul style="list-style-type: none"> • Directly from you • EventBrite • Use of cookies 	<p>We process your personal information based on the following</p> <ul style="list-style-type: none"> • When it is necessary to communicate and provide our services related to events you sign up for • When necessary to meet and or analyze your preferences and choices • Sending out newsletters and other communication that you opt-in on • Sending post-event evaluations, surveys etc. • Necessary for payments and other economic transactions 	<p>We can transfer and share your personal information under the following circumstances</p> <ul style="list-style-type: none"> • With caterers, hotels and other event staff • for financial and economic transactions • Third party data processors 	<p>We will store your personal information for as long as it is relevant for the purposes mentioned</p> <ul style="list-style-type: none"> • Up to 5 years - related to Danish Accounting laws • As long as you opt-in on newsletters etc. • For 5 years after you have signed up on one of our affiliated platforms

<p>Business to Business, sponsors, partners, suppliers etc.</p> <p>Personal information is used to contact companies for potential sponsorships, partnerships, supplier agreements etc.</p>	<p>General personal Information</p> <ul style="list-style-type: none"> • Name • Company Address • Phone Number • Email • Other Company contacts • Logo 	<p>We collect information from the following sources:</p> <ul style="list-style-type: none"> • Directly from you • Other public accessible sources 	<p>We process your personal information based on the following</p> <ul style="list-style-type: none"> • To efficiently and professionally collaborate with our partners and providers • Contractual matters • Marketing matters • Share on websites, in catalogues etc. related to events you are part of – with your consent 	<p>We can transfer and share your personal information under the following circumstances</p> <ul style="list-style-type: none"> • For financial and economic transactions • Required by law • Third party data processors 	<p>We will store your personal information for as long as it is relevant for the purposes mentioned</p> <ul style="list-style-type: none"> • We store your personal information up till 5 years after the end of business relations, end of contracts, partnerships etc., unless required for a longer period by law.
<p>National Partners</p> <p>Personal information is used to contact National Partners for, partnerships, networking purposes, providing our services, accessing startups, invitations, sending newsletters etc.</p>	<p>General personal Information</p> <ul style="list-style-type: none"> • Name • Company Address, • Phone Number • Email • Other Company contacts • logo 	<p>We collect information from the following sources:</p> <ul style="list-style-type: none"> • Directly from you, • Other public accessible sources • Our network of partners 	<p>We process your personal information based on the following</p> <ul style="list-style-type: none"> • To efficiently and professionally collaborate with our National Partners • Contractual matters • Marketing matters 	<p>We can transfer and share your personal information under the following circumstances</p> <ul style="list-style-type: none"> • For financial and economic transactions • Required by law • Share on websites, in catalogues etc. related to events you are part of – with your consent • Third party data processors 	<p>We will store your personal information for as long as it is relevant for the purposes mentioned</p> <ul style="list-style-type: none"> • We store your personal information up till 5 years after the end of business relations, end of contracts, partnerships etc., unless required for a longer period by law.

<p>Jurors and Speakers</p> <p>Personal information used for networking purposes, forming jury constellations, sharing startup information, inviting to selection platforms, booking of accommodation, flights etc.</p>	<p>General personal Information</p> <ul style="list-style-type: none"> • Name • Address, • Picture • Phone number • Email • Occupation • Business Bio 	<p>We collect information from the following sources:</p> <ul style="list-style-type: none"> • Directly from you • Other public accessible sources • Our network of partners 	<p>We process your personal information based on the following</p> <ul style="list-style-type: none"> • To efficiently and professionally collaborate and communicate with our jurors and speakers • Contractual matters • Marketing matters 	<p>We can transfer and share your personal information under the following circumstances</p> <ul style="list-style-type: none"> • For financial and economic transactions • Booking of flight tickets, other transportation, accommodation etc. • Required by law • Share on websites, in catalogues etc. related to events you are part of – with your consent • Third party data processors 	<p>We will store your personal information for as long as it is relevant for the purposes mentioned</p> <ul style="list-style-type: none"> • We store your personal information up till 5 years after the end of business relations, end of contract, partnerships etc., unless required for a longer period by law.
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3. Consequences of the data processing

When processing your personal information used for marketing and communication purposes, we will profile, segment and analyze your preferences and behavior to direct relevant marketing and communications to you.

4. Third-party data processors

We have naturally secured to have Data Processing Agreements on all third-party processors to comply with the General Data Processing Regulation.

5. Transfer of data to countries outside EU/EØS

We can transfer your personal information to countries outside EU/EØS – specifically USA.

Transfers to third countries will only be for specific purposes, as mentioned in Section 2 – Description of the processing, and we will always ensure that there are necessary guarantees in place for a transfer to a country outside the EU / EEA, as follows:

The country / countries or companies / companies have been assessed by the Commission as countries generally, either through legislation or through other measures, ensure a sufficient level of protection of personal data, for example, to US companies we cooperate with, which are certified under EU-US Privacy Shield.

6. Storage of your data and personal information

We store all personal information in a secure way, only accessible for relevant employees.

We will only store your personal information for as long as it is necessary or required by law to fulfill the purpose of the data – as described in Section 2. As a main rule, we keep your personal information for up to 5 years after end of contract, partnership, participation, services etc. Some personal information is stored for a shorter or longer period where required. Your personal information will then be erased or anonymized.

We have internal procedures for revision, education, data protection awareness and security.

7. Your rights

When we process your information, you have the following rights:

- You have the right to request insight, rectification or deletion of your personal information.
- You also have the right to oppose the processing of your personal information and to limit the processing of your personal information.
- In particular, you have an unconditional right to oppose the processing of your personal information for direct marketing purposes.
- If your personal data processing is based on your consent, you are entitled to revoke your consent at any time. Your revocation will not affect the legality of the processing done before your withdrawal of your consent.
- You are entitled to receive the personal information you have provided in a structured, commonly used and machine-readable format (data portability).
- You can file a complaint with a data protection authority such as Datatilsynet (in Denmark).

You may make use of your rights by revoking your consent, for example, by unsubscribing our newsletter that you receive or by calling us. There may be conditions or restrictions on these rights. Therefore, you may not, for example, be entitled to data portability in the particular case. It depends on the specific circumstances associated with the treatment activities.

You can always contact us if you wish to complain about how your personal information has been collected, stored or processed at gdpr@creativebusinesscup.com. We strive to resolve a complaint as soon as possible. If you are unsatisfied with our response, you may appeal to the local data protection authority. In Denmark this is Datatilsynet, www.datatilsynet.dk.

8. Change of Privacy Policy

It will be necessary to update and change this privacy policy continuously, and we reserve the right to update and modify it. In case of significant changes, we will notify you at www.creativebusinesscup.com or by e-mail if we consider it necessary.

This Privacy Policy is valid and in effect as of 25th of May 2018