

# Privacy Policy for Chatbot Service

## 1. Introduction

This chatbot is operated by the company that owns and operates this website ("the Company") in collaboration with Dialog Intelligens ApS as the technical provider. We are committed to protecting your personal data and ensuring compliance with applicable data protection laws.

## 2. Roles and Responsibilities

Data Controller: The legal entity that owns and operates this website ("the Company").

Data Processor: Dialog Intelligens ApS, Tagensvej 52, 2400 Copenhagen NV, team@dialogintelligens.dk

## 3. Types of Personal Data Processed

We process the information you choose to share in the chatbot, including:

- Text you enter in the chat
- Optional contact information (e.g., name, email, phone number)
- Order numbers when requesting order tracking

We do not expect processing of sensitive personal data and recommend avoiding sharing such information.

## 4. Purpose of Processing

We process your personal data to:

- Respond to your inquiries and provide relevant information
- Improve chatbot functionality and service quality
- Deliver effective customer support

Processing is based on our legitimate interest in providing a high-quality customer service experience.

## 5. Use of AI

Chat messages are processed through Dialog Intelligens' backend hosted within the EU. To generate chatbot responses, Dialog Intelligens may use an approved AI provider under strict contractual and technical safeguards. Data is processed solely to generate replies, and only the information necessary to fulfil your request is used.

Dialog Intelligens is migrating all chatbot processing to Google Vertex AI hosted exclusively in EU data centers.

## 6. Security

We apply appropriate technical and organisational measures, including encryption, access controls, and secure EU-based hosting. Only authorised personnel have access to personal data.

## **7. Data Retention**

Chat data is stored for up to 12 months for support, quality assurance, and analytics, unless the Company instructs otherwise. Data is then deleted or anonymised.

## **8. Your Rights**

You have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request deletion under certain conditions
- Request restriction of processing
- Data portability
- Object to processing based on legitimate interests

## **9. Contact Information**

If you have questions about this policy or how your data is processed, contact:  
[team@dialogintelligens.dk](mailto:team@dialogintelligens.dk)

## **10. Changes to This Policy**

This privacy policy may be updated periodically. The current version will always be available on this website.