

# 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 to processing it in a lawful, fair, and transparent manner.

## 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, Denmark, team@dialogintelligens.dk.

## 3. Personal data we process

We process the information you choose to share in the chatbot, which may include:

- Text messages that you enter in the chat.
- Optional contact details that you provide, such as name, email address or phone number.
- Order numbers or similar identifiers if you ask about order status or delivery.

The chatbot is not intended to be used for sharing special categories of personal data (for example information about health, religion or trade union membership). If you nevertheless choose to provide such information, it will be handled with the same level of protection and only in accordance with this privacy policy.

## 4. Purpose and legal basis

We process your personal data for the following purposes:

- To respond to your questions and requests in the chatbot.
- To provide and improve customer service and the quality of the chatbot.
- To monitor the stability, performance and security of the chatbot service.

The processing is based on the Company's legitimate interests in providing effective customer service and a high quality digital experience, in accordance with Article 6(1)(f) of the GDPR.

## 5. Use of AI and infrastructure

Chat messages are processed on Dialog Intelligens systems hosted within the European Union. To generate chatbot replies, Dialog Intelligens may use carefully selected AI service providers acting as sub-processors under written data processing agreements and strict technical safeguards. Your data is processed solely for the purpose of generating and improving chatbot replies, and only the information necessary to fulfil your request is used.

## 6. Security

We apply appropriate technical and organisational measures to protect your personal data, including encryption in transit and at rest where relevant, access controls, logging and secure hosting in professionally managed data centres. Access to chatbot data is restricted to authorised personnel who need it to operate, support or improve the service.

## **7. Data retention**

Chat data is stored for up to 12 months for support, quality assurance and analytics, unless the Company instructs a shorter retention period. After this period, the data is deleted or irreversibly anonymised. Aggregated statistics that do not contain personal data may be kept for longer.

## **8. Your rights**

Subject to applicable law, you have the following rights in relation to your personal data:

- Right of access – to obtain confirmation and information about the personal data we process about you.
- Right to rectification – to have inaccurate or incomplete personal data corrected.
- Right to erasure – to request deletion of your personal data in certain circumstances.
- Right to restriction – to request that the processing of your personal data is restricted in certain cases.
- Right to data portability – to receive your personal data in a structured, commonly used and machine-readable format, where applicable.
- Right to object – to object to processing based on legitimate interests, on grounds relating to your particular situation.

## **9. Contact**

If you have questions about this privacy policy or wish to exercise your rights, you can contact Dialog Intelligens at [team@dialogintelligens.dk](mailto:team@dialogintelligens.dk). You can also contact the Company using the contact details provided on this website.

## **10. Changes to this policy**

We may update this privacy policy from time to time, for example if we change how the chatbot works or to comply with new legal requirements. The current version will always be available on this website.