

PRIVACY POLICY

Personal data, GDPR rights and security practices

12

TOTAL CLAUSES

7

DATA USE

5

YOUR RIGHTS

DOCUMENT OVERVIEW

Privacy Policy

At NOVO Imaging ApS, we are committed to protecting your privacy. This policy explains how we collect, process, store, share and secure personal data, as well as the rights and protections available under the EU General Data Protection Regulation (GDPR).

LAST UPDATED 10 June 2026	DATA CONTROLLER NOVO Imaging ApS	LEGAL FRAMEWORK EU GDPR 2016/679
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PRIVACY AT A GLANCE

How NOVO Imaging handles personal data

A clear overview of the main commitments in this policy. The detailed clauses that follow explain the legal basis, safeguards, retention periods, rights and complaint routes.

Collect only what is necessary Business identity, contact, transaction, communication, technical and marketing-preference data.	Never sell personal data Information is shared only with necessary processors, advisers and authorities.
Keep you in control Access, correction, erasure, restriction, portability, objection and consent withdrawal rights.	Protect data throughout TLS, access controls, secure cloud infrastructure, backups, logging and employee training.

THE DATA LIFECYCLE

01 COLLECT Only for a specific and legitimate purpose.	02 USE Under contract, consent, legitimate interest or legal obligation.	03 PROTECT With organisational and technical security controls.	04 DELETE Securely erase or anonymise when no longer required.
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DATA CONTROLLER NOVO Imaging ApS CVR 44265826 VAT DK44265826	PRIVACY CONTACT info@novoimaging.com +45 81 98 52 88
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PART I

Data Collection & Use

What we collect, why we collect it, how it is processed and how long it is retained

7

CLAUSES

Personal data lifecycle

EU GDPR PRIVACY DISCLOSURE

PART I / DATA COLLECTION & USE

7

Data Collection & Use

What we collect, why we collect it, and how it is processed.

01

Who We Are - Data Controller

DATA USE

The data controller for all personal data processed in connection with this website and NOVO Imaging's commercial activities is:

- NOVO Imaging ApS
- Registreret adresse: Speditørvej 4, 9000 Aalborg
- CVR: 44265826
- VAT: DK44265826
- Email: info@novoimaging.com
- Phone: +45 8198 5288

If you have any questions about how we handle your personal data, or wish to exercise your rights, please contact us at the email address above.

NOVO Imaging processes personal data in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation) and applicable Danish data protection legislation.

02

Data We Collect

DATA USE

We collect personal data only when it is necessary for a specific and legitimate purpose. The categories of data we may process include:

- Identity data: First name, last name, job title, company name
- Contact data: Email address, phone number, business address
- Transaction data: Details of equipment or parts enquiries, purchase orders, and invoices
- Communication data: Records of email correspondence, phone call logs, and support tickets
- Technical data: IP address, browser type, device type, pages visited, and session duration (collected automatically via cookies and server logs)
- Marketing data: Your preferences regarding receiving marketing communications from us

We do not collect sensitive personal data (such as health, financial account, or biometric data) as part of our normal business operations.

03

How We Use Your Data - Purposes & Legal Basis

DATA USE

We process personal data only where we have a lawful basis to do so under GDPR Article 6. The following table summarises our processing purposes and their legal bases:

- Responding to enquiries and providing quotations - Legal basis: Legitimate interests / Pre-contractual steps

- Processing and fulfilling purchase orders - Legal basis: Performance of a contract
- Sending transactional communications (order confirmations, dispatch notices, invoices) - Legal basis: Contract performance
- Sending marketing emails and newsletters - Legal basis: Consent (you may withdraw at any time)
- Improving our website and services - Legal basis: Legitimate interests (balanced against your rights)
- Complying with legal and regulatory obligations (e.g., tax records, export documentation) - Legal basis: Legal obligation

04

Cookies & Tracking Technologies

[DATA USE](#)

Our website uses cookies and similar tracking technologies. A cookie is a small text file stored in your browser. We use the following categories of cookies:

You can manage your cookie preferences at any time via your browser settings or by clicking "Cookie Settings" in our website footer.

Essential Cookies Required for the website to function - cannot be disabled REQUIRED	Functional Cookies Remembers your preferences and settings OPTIONAL
Analytics Cookies Helps us understand how the site is used OPTIONAL	Marketing Cookies Enables personalised advertising OPTIONAL

05

Third-Party Data Sharing

[DATA USE](#)

We do not sell, rent, or trade your personal data. We may share your data with trusted third parties only where necessary:

- Freight and logistics providers (DHL, FedEx, freight brokers) - to fulfil equipment and parts shipments
- Payment processors - for secure bank transfer verification and invoice management
- IT and software service providers - hosting, CRM, and email delivery platforms operating under GDPR-compliant data processing agreements
- Legal and professional advisors - where required to protect our legal interests
- Regulatory and tax authorities - where required by Danish or EU law (e.g., SKAT, customs documentation)

All third-party processors are required to handle your data in compliance with GDPR and are bound by written data processing agreements (DPAs).

06

International Data Transfers

[DATA USE](#)

NOVO Imaging is based in Denmark (EU) and processes data primarily within the European Economic Area (EEA). Where data is transferred outside the EEA - for example, when fulfilling orders in the Middle East, Asia, or Africa - we ensure appropriate safeguards are in place:

- Standard Contractual Clauses (SCCs) approved by the European Commission
- Transfers to countries covered by an EU adequacy decision
- Binding corporate rules, where applicable

Buyer contact details shared with international freight partners are limited to what is strictly necessary for customs and delivery purposes.

07

Data Retention

[DATA USE](#)

We retain personal data for as long as necessary to fulfil the purpose for which it was collected, or as required by law:

- Enquiry and pre-sale data: Retained for up to 2 years from last contact if no order is placed
- Customer and transaction records: Retained for 5 years following the transaction date, in compliance with Danish bookkeeping law (Bogforingsloven)
- Marketing consent records: Retained until consent is withdrawn, plus 1 year for compliance audit purposes
- Website analytics data: Anonymised after 14 months (Google Analytics default)

When data is no longer required, it is securely deleted or anonymised so that it can no longer be linked to an individual.



PART II

Your Rights & Our Obligations

GDPR rights, security practices, marketing controls, complaints and policy updates

5

CLAUSES

Rights, security & accountability

EU GDPR PRIVACY DISCLOSURE

PART II / YOUR RIGHTS & OUR OBLIGATIONS

5

Your Rights & Our Obligations

GDPR rights, security practices, complaints, and policy updates.

01

Your Rights Under GDPR

RIGHTS

As a data subject under the GDPR, you have the following rights. You can exercise any of these rights at any time by contacting us at info@novoimaging.com.

We will respond to all data rights requests within 30 calendar days. In complex cases this may be extended to 90 days, with notice given within the initial 30-day period.

Right of Access Request a copy of the personal data we hold about you (Subject Access Request).	Right to Rectification Ask us to correct inaccurate or incomplete personal data.
Right to Erasure Request deletion where there is no compelling reason to continue processing.	Right to Restriction Ask us to restrict processing of your data in certain circumstances.
Right to Portability Receive your data in a structured, machine-readable format where applicable.	Right to Object Object to legitimate-interest processing or direct marketing.
Withdraw Consent Withdraw consent at any time without affecting prior lawfulness.	Automated Decisions Not be subject to solely automated decisions that significantly affect you.

02

Data Security

RIGHTS

NOVO Imaging implements appropriate technical and organisational security measures to protect your personal data against accidental loss, unauthorised access, alteration, or disclosure. Measures include:

- TLS encryption for all data transmitted via our website
- Access controls limiting data access to personnel who need it to perform their job functions
- Secure cloud infrastructure with regular backups and access logging

- Employee training on data protection practices
- Prompt internal review procedures in the event of a suspected data breach

In the event of a personal data breach that is likely to result in risk to your rights and freedoms, we will notify the Danish Data Protection Agency (Datatilsynet) within 72 hours, and affected individuals without undue delay.

03

Marketing & Opt-Out

RIGHTS

We may send you marketing communications (such as our blog newsletter, product availability alerts, or industry news) only if you have provided your explicit consent, or - where permitted by law - if you are an existing customer and the communication is relevant to products or services similar to those you have previously purchased.

- Every marketing email includes a clearly visible unsubscribe link
- You can also opt out by emailing info@novoimaging.com with the subject "Unsubscribe"
- Transactional emails (order confirmations, invoices, service notices) are not marketing and cannot be opted out of while a business relationship exists

Opting out of marketing will not affect your ability to receive service, parts, or equipment enquiry responses from NOVO Imaging.

04

Filing a Complaint

RIGHTS

We take your privacy rights seriously and encourage you to contact us first if you have a concern about how we handle your data - we will endeavour to resolve it promptly.

If you are not satisfied with our response, you have the right to lodge a complaint with the Danish supervisory authority:

- Datatilsynet (The Danish Data Protection Agency)
- Carl Jacobsens Vej 35, 2500 Valby, Denmark
- Website: datatilsynet.dk
- Phone: +45 33 19 32 00

If you are based in another EU member state, you may also contact your local national supervisory authority.

05

Changes to This Policy

RIGHTS

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes, we will update the "Last updated" date at the top of this page and, where appropriate, notify you by email or by a prominent notice on our website.

Continued use of our website or services after the effective date of a revised policy constitutes your acknowledgement of the changes. We encourage you to review this policy periodically.

Previous versions of this policy are available upon request by emailing info@novoimaging.com.



Privacy questions or requests

Contact NOVO Imaging to exercise your GDPR rights or raise a concern

DATA CONTROLLER

NOVO Imaging ApS

Speditørvej 4, 9000 Aalborg, Denmark

info@novoimaging.com

+45 8198 5288

Danish supervisory authority

Datatilsynet - The Danish Data Protection Agency

Carl Jacobsens Vej 35, 2500 Valby, Denmark

+45 33 19 32 00 | datatilsynet.dk

Current policy source: novoimaging.com/privacy-policy/