

Privacy Policy

Who we are

Our website address is: <https://www.smartlift.com>

Data controller:

Smartlift A/S

N. A. Christensensvej 39

DK-7900 Nykøbing Mors

+45 97 72 29 11

www.smartlift.com

VAT no. DK 31 41 96 38

Smartlift A/S processes and stores your personal data in a secure and legal manner in accordance with the legislation current from time to time within the scope of [EU General Data Protection Regulation 2018 \(GDPR\)](#).

This privacy policy takes effect from 01 November 2019 and will be updated from time to time. We shall update the version number and date to ensure that the most recent and current privacy policy is always available at www.smartlift.com, as well as on the company's internal server.

Which data we collect and why

We collect data provided by you on our website, including:

- Name
- Email address
- Telephone number
- Company
- Industry
- Address
- Web session data

Purpose of collecting these data:

- establish a professional dialogue with our customers
- improve services to our distributors via the Distributor Portal
- collect visitor behavioral data in order to improve the user experience on our website.

The session data includes:

- Your activity at www.smartlift.com, to include contact forms, subscription to newsletters, survey participation, marketing campaigns and browsing history;
- Unit identification or other unique characteristics of hardware and software (such as type and configuration), connection, statistics on page views, referring websites, IP addresses (which may provide us with your general location), browser- and general webserver log information;



- Data collected using cookies, web beacons and other technologies, to include advertising data (e.g. on the availability and delivery of advertisements, the web address of the website as well as date and time).

The following cookies are active on the website:

- [Google Analytics](#)
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Data from other sources:

We may supply the data described above with data retrieved from other sources, to include both online and offline data providers – e.g. retargeting-service from Google. Such supplementary data may include demographic data, interest-based data and browsing behavior.

Declaration of consent

If you have accepted Smartlift's declaration of consent, you have consented to the company's collection, storing and processing of personal data for marketing purposes, to include in cases and to use our Distributor Portal. Processing will be undertaken as per the agreement described in the consent and any other use will not be permitted. You may withdraw your consent at any time by contacting: smart@smartlift.com

Deleting cookies from your web browser:

You may delete cookies from in your browser settings via browser settings.

Processing of data

We use the data to deliver, analyse, administrate, improve and adapt our online service as well as for marketing purposes, so that we are aware of your preferences with respect to information and may communicate relevant contents to you. We use the data to, inter alia:

- Determine your general geographical location, make local contents available in the relevant language and help us to quickly and efficiently answer any enquiries and requests;

Communicate with you efficiently on our services (e.g. through email, push notifications, text messaging and online messaging), so that we may provide you with news on Smartlift as well as provide you with special offers, news and surveys.

Transfer of data

We share your data for certain purposes and transfer to third-party service providers as described below:

Smartlift A/S

We share your data within Smartlift A/S' organisation in connection with the processing and storage of data in order to provide you with access to our services and our Distributor Portal, provide good customer support and develop contents for other purposes described in this privacy policy.



Service providers

We use external partners to provide services in connection with marketing, communication, infrastructure and IT as well as to personalise and optimise our service, to analyse and improve the quality of data (including data on your interaction with our services) and to handle user surveys. In connection with the supply of said services, the service providers may be given access to your personal data. Service providers are not authorised to use or disclose your personal data other than in connection with the supply of services requested.

- Google Analytics
- Dynamic Web (forms on our website)
- Active Campaign (emails)

Access and rectification

You are entitled to contact us at any time and request information on the personal data being processed on you, just like you are entitled to be given access to the data in question. You are, moreover, entitled the rectification of any incorrect information held on you.

If you wish to make a request or ask about our processing of personal data, we ask that you kindly contact us at smart@smartlift.com

Objection and withdrawal of consent

You are entitled to object and/or withdraw your consent to the processing of your personal data at any time. If you object or withdraw your consent, we will then be obliged to delete your personal data, unless we have another reason for retaining them – e.g. legal requirements, obligations towards you under a guarantee or other reasons, from which we may not derogate.

If you wish to object and/or withdraw your consent to the processing of your personal data, please contact: smart@smartlift.com

Security and storage

www.smartlift.com and its underlying infrastructure has been developed with a high level of security with focus on data protection.

We ensure that adequate technical and organisational security measures are taken against personal data being accidentally or illegally destroyed, lost or damaged as well as against said personal data being disclosed to unauthorised parties, abused or otherwise processed in contravention of the current legislation on the processing of personal data.

Therefore, all transmission of data to and from www.smartlift.com is included in our SSL-certification through an encrypted safe connection and the servers on which the data is stored are protected by leading security measures.

Finally, the access to data is managed according to a principle of necessity. This means that the data is accessed by only the necessary persons. This applies in our organisation as well as in those of our collaborative partners and data processors.

We store your personal data for the period necessary to fulfil the purposes described on the declaration of consent. The purpose is to keep you up-to-date with Smartlift news and information. The storage of all personal data is undertaken in accordance with the provisions of the EU General Data Protection Regulation 2018 (GDPR).



Complaints and questions

You may file a complaint or raise questions at: smart@smartlift.com.

Copyright

Smartlift A/S claims copyright of all material at www.smartlift.com and our Distributor portal connected to www.smartlift.com.

It is prohibited to copy, reproduce, repeat or transmit material on the website, just like it is prohibited to use photos and logos on other websites or anywhere else without the prior written consent of Smartlift A/S.



General terms and conditions

We generally reserve our position on errors and omissions. We strive to keep the contents of this website and our Distributor Portal up to date. However, we cannot guarantee that the content is complete or correct at all times. The website www.smartlift.com should not be construed as a complete guide to our products and services.

Exclusion of liability

Smartlift A/S reserves the right to make changes without prior notice being given. We do not guarantee or accept liability for the accuracy of information provided on the website or our Distributor Portal.

We take all reasonable steps to ensure that the website and Distributor Portal does not contain viruses, trojan horses or the like. However, Smartlift A/S cannot guarantee this and excludes any liability for losses incurred as a consequence of harmful programmes received through the website or through files, which may be downloaded from the website.

This privacy policy does not apply to the following non-EU-domains:
www.smartliftus.com

Venue and jurisdiction

The use of websites, to include the domain www.smartlift.com, is always subject to Danish law and any disputes must be heard by a Danish court of law.