

Privacy Notice – Swedish Market Events

1. INTRODUCTION

This Privacy Notice explains how Ørsted (“We”, “Us”, or “Our”) processes your personal data when we engage with you in connection with our Swedish market events.

If you do not wish to receive invitations to potential future events, please let us know by contacting almedalen@orsted.com

2. DATA CONTROLLER

The entity responsible for the processing of your personal data is:

Ørsted AB
Skomakaregatan 6 5tr
SE-211 34 Malmö
Skåne län
Company reg. no.: 556626-9345

If you have any questions to this Privacy Notice or if you wish to exercise your rights as set out in section 5, please contact GDPR.Legal@orsted.com.

3. DESCRIPTION OF PROCESSING

We only process the personal data that is necessary to process for the specified purposes. Your personal data is not subject to automatic decisions, including profiling. In the following, we have explained in more detail how we process your personal data.

3.1 Invitation to Event during the Almedalen Week

We process your ordinary personal data such as your name, work e-mail address and details about the company, organization, political party or public authority you work for, for the purpose of sending you an invite to participate in our event during the Almedalen Week, where we will host an event on the topic of Sweden’s electrification and the green transition. If you sign up for the event, we will also process your registration details for the purpose of maintaining an overview of the event participants.

We can also process any correspondence we may have prior to or following the event, including any personal data you may include in the correspondence.

The personal data we process comes directly from you and/or from any online website or social media platform where your information is publicly available.

Your personal data will not be shared with third parties, including third parties in countries outside the EU/EEA.

We rely on Article 6(1)(f) of the GDPR for our processing of your personal data. Our legitimate interest is to create interest in our company and our projects in Sweden.

3.2 Future events

In the same way as stated above, we can process your ordinary personal data such as your name, work e-mail address and details about the company, organization, political party or public authority you work for, for the purpose of sending you invites to participate in future events which we may host or organize. If you sign up for these events, we will also process your registration details for the purpose of maintaining an overview of the event participants.

The personal data we process comes directly from you and/or from any online website or social media platform where your information is publicly available.

Your personal data will not be shared with third parties, including third parties in countries outside the EU/EEA.

We rely on Article 6(1)(f) of the GDPR for our processing of your personal data. Our legitimate interest is to create interest in our company and our projects in Sweden.

4. RETENTION

We adhere to the general principles of data minimization and storage limitation, and we will therefore only retain the personal data we need for as long as this is necessary to fulfil the purposes for which the personal data was collected. Subsequently, we will erase your personal data.

We will retain your personal data for a maximum of 2 years from time of collection.

5. YOUR RIGHTS

You have the following rights:

(a) Right of access

You have the right to request confirmation as to whether or not we process your personal data and, if so, request access to (a copy of) such personal data, as well as other supplementary information about how we process your personal data. This will provide you with an insight into what personal data we process about you as well as an overview of how we process your personal data.

(b) Right to rectification

You have the right to request that we rectify inaccurate personal data or complete personal data about you that you consider inaccurate or incomplete.

(c) Right to erasure

You have the right to request that we erase your personal data if for example (1) the personal data is no longer needed in relation to the purpose(s) for which it was collected, or (2) the personal data that we process is based on your consent and you withdraw your consent.

In certain situations, we will be unable to erase your personal data upon your request. This is for example the case when the personal data remains necessary to process for the purpose(s) for which it was collected, such as when our interest in processing the personal data exceeds your interest in having the personal data erased, or when we have a legal obligation to retain it, or for the establishment, exercise or defence of legal claims.

(d) Right to restriction of processing

If you believe that your personal data is inaccurate, that our processing of your personal data is unlawful or that we do not need the personal data for a mentioned purpose, you have the right to request that we restrict the processing of such personal data. You also have the right to request that we halt our processing of your personal data while we assess your request. If you object to the processing of your personal data in accordance with what is described under (f) below, you may also request that we restrict our processing of your personal data while we make our assessment.

(e) Right to withdraw consent

Where we process your personal data based on your consent, you have the right to withdraw your consent at any time. If you withdraw your consent, we will stop our processing of your personal data that we process based on your consent. Withdrawal of your consent will not affect the lawfulness of the processing carried out prior to your withdrawal of consent.

You may withdraw your consent by sending an e-mail to GDPR.Legal@orsted.com.

(f) Right to object

You have the right to object to the processing of your personal data as follows:

- If the processing of your personal data is based on article 6(1)(e) or 6(1)(f) of the GDPR (see above regarding legal basis), you have the right to object, on grounds relating to your particular situation, at any time to the processing of your personal data.
- Where your personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of personal data about you for such marketing.

(g) Right to data portability

You have the right to request a copy of the personal data that you have provided to us for the performance of a contract with you, or based on your consent, in a structured, commonly used and machine-readable format, and also require us to transmit this personal data to another data controller where this is technically possible. This will allow you to use this personal data elsewhere.

(h) Right to lodge a complaint with a data protection supervisory authority

If you have complaints about our processing of your personal data, you can always lodge a complaint with a data protection supervisory authority. In Sweden, this authority is The Swedish Data Protection Agency ("Integritetsskyddsmyndigheten"). You can find the contact details for Integritetsskyddsmyndigheten and the procedure for lodging a complaint at www.imy.se.

You can take steps to exercise your rights ((a)-(g)) by sending an e-mail to GDPR.Legal@orsted.com.

There may be conditions or limitations on these rights. It is therefore not certain for example you have the right of data portability in the specific case. This depends on the specific circumstances of the processing activity.

Last updated: 16 April 2024