

## Processing of your personal data when visiting our website

Action	Personal data	Purpose	Legal basis	Retention period	Transfers
Requesting contacts	Name, contact information including email address, phone number, company information and job function.	We will register this information for administration purposes, including internal reporting and to enable Visiopharm to respond to your contact request.	The legal basis is Visiopharm's legitimate interests as the processing is necessary for fulfilling the contact request, cf. GDPR Article 6(1)(f).	Your personal data will be retained for up to 24 months after the latest interaction between you and Visiopharm.	The feature is hosted by HubSpot in Ireland. HubSpot will act solely on our behalf and on our instructions and must not use the information for their own purposes. Otherwise, Visiopharm will not disclose your data to third parties.
Signing up for events, webinars and academy classes	Name, contact information including email address, phone number, company information and job function.	We will register this information for administration purposes, including internal reporting and to enable Visiopharm to respond to your contact request.	The legal basis is Visiopharm's legitimate interests as the processing is necessary for the functioning of the event, cf. GDPR Article 6(1)(f).	Your personal data will be retained for up to 24 months after the latest interaction between you and Visiopharm.	The feature is hosted by HubSpot in Ireland. HubSpot will act solely on our behalf and on our instructions and must not use the information for their own purposes. Further, Visiopharm will disclose and receive data to and from third parties where necessary in order to conduct the event. These third parties include Xtalks, GlobalEngage, GoToWebinar, Labroots. Any such third parties will act solely on our behalf and on our instructions and must not use the information for their own purposes.
Signing up for newsletters and/or invitations to events and webinars	Name, contact information including email address, phone number, company information and job function.	We will store and use this information in order for us to send you newsletters and invitations to new events to the extent that you have requested to receive them and process this information for administration purposes, including internal reporting.	If you have consented to receiving newsletters and invitations from us, the legal basis for sending these is the legitimate interests of Visiopharm, cf. GDPR Article 6(1)(f) as we will process your personal data to ensure that you receive what you have signed up for.	Personal data provided when subscribing for newsletters and invitations to new events will be deleted upon receipt of your withdrawal.	The feature is hosted by HubSpot in Ireland. HubSpot will act solely on our behalf and on our instructions and must not use the information for their own purposes. Visiopharm will not disclose your data to other third parties. However, we might use third party services for the sending of

		We collect and track the newsletter performance and your behavior (opening rates, click rates etc.).			newsletters and invitations based on information collected by such third parties. To the extent that information is processed on behalf of Visiopharm, such third parties will act solely on our behalf and on our instructions and must not use the information for their own purposes.
Using the chat-function	Email address and/or any personal data that you disclose in the chat.	We will register this information for administration purposes, including internal reporting and to enable Visiopharm to respond to your chat request.	The legal basis is Visiopharm's legitimate interests as the processing is necessary for fulfilling the chat request, cf. GDPR Article 6(1)(f).	Your personal data will be retained for up to 24 months after the latest interaction between you and Visiopharm.	The feature is hosted by HubSpot in Ireland. HubSpot will act solely on our behalf and on our instructions and must not use the information for their own purposes.
Accept of cookies  Please see our <a href="#">Cookie Policy</a> for further details on our use of cookies and how they can be deleted.	Anonymized IP address	The purpose of processing your anonymized IP address is to provide website content, generate statistics on the use of our website and for marketing purposes.	The legal basis is Visiopharm's legitimate interests of generating statistics on the use of the website in order to optimize the running of the website, cf. GDPR Article 6(1)(f). The legal basis for other cookies is consent, cf. GDPR Article 6(1)(a).	Information retained in sessions cookies will be erased when you end the browser session. Essential cookies will be stored for 12 months while marketing cookies will be erased between 13 and 24 months after the relevant cookie was placed at your device.	Your IP address will be submitted to Google Analytics and HubSpot who will process it to generate statistics on the use of our website and for marketing purposes.
Watching videos/webinars on demand	Name and email address	We use Wistia to track how you interact with the videos on this site: how much of a video you watch, at what points in a video you pause or rewind, etc. In some videos, we pause the video and request that you provide your email address or name. You are under no obligation to provide this information, but we reserve the right to limit certain videos to identified users.	The legal basis is Visiopharm's legitimate interests in making the content available on the website, cf. GDPR Article 6(1)(f).	Your personal data will be retained for up to 24 months after the latest interaction between you and Visiopharm.	Wistia ( <a href="https://wistia.com">https://wistia.com</a> ) aggregates the data collected through the videos here, including names and email addresses, and provides it to us. Wistia will act solely on our behalf and on our instructions and must not use the information for their own purposes. Data is transferred to the USA based on EU Standard Contractual Clauses.  Further, the feature is hosted by HubSpot in Ireland. HubSpot will act solely on our behalf and on our instructions and must not use the

					information for their own purposes.
Download from Knowledge Library	Name and email address	We will use this information in order for us to provide you with the requested material.	The legal basis is Visiopharm's legitimate interests as the processing is necessary for fulfilling the request, cf. GDPR Article 6(1)(f).	Your personal data will be retained for up to 24 months after the latest interaction between you and Visiopharm.	The feature is hosted by HubSpot in Ireland. HubSpot will act solely on our behalf and on our instructions and must not use the information for their own purposes.

Our website is hosted by Haf Werbeagentur GmbH who uses Google LLC as sub-processor. The website is hosted within the EU/EEA.

If you have any questions please contact Visiopharm by sending a message to [privacy@visiopharm.com](mailto:privacy@visiopharm.com) or by sending a letter to Visiopharm A/S, Agern Allé 24, DK-2970 Hørsholm, Denmark.