

## **NEWSLETTERS AND CUSTOMER SATISFACTION SURVEY**

If you subscribe to our e-mail newsletter service, DFDS mail, we will ask for your name and e-mail address so that we can send you our e-mail newsletter. Your name is not required to subscribe to our e-mail service, and you will be able to opt out at any time by clicking the unsubscribe link on the e-mail newsletter. When you enter a contest or other promotional offer, we may ask for your name, address and e-mail address so we can administer the contest and notify winners.

If you find errors in the information please notify us thereof so that we may correct it.

We may use the information we collect occasionally to notify you about new DFDS services, important functional changes to the web site and special offers we think you'll find valuable. If you would prefer not to receive this information, please send an e-mail to [travel.sales@dfds.co.uk](mailto:travel.sales@dfds.co.uk)

If you agree to receive our customer survey questionnaire, we will send you a one-time email invitation to participate in DFDS's customer satisfaction survey.

## **DFDS PRIVACY POLICY**

DFDS is committed to protecting your privacy. Our Privacy Policy describes DFDS' corporate policy regarding processing of any passenger information, the security measures DFDS employs to protect such data, right to access and right to complain. DFDS takes privacy seriously and is committed to comply with this Policy as our minimum standard. This Policy sets out a framework to provide an adequate level of protection for all personal information used, collected and transferred within the DFDS Group and to satisfy the standards contained in European data protection law.

DFDS will always comply with any applicable legislation relating to personal data. All data will be processed and transferred for specific and legitimate purposes in accordance with applicable law.

The register is kept by DFDS A/S, Sundkrogsgade 11, DK-2100 Copenhagen, Denmark. You are always welcome to contact us to be informed of the registration. If you have signed up for receiving our e-mail newsletter – or receive other kinds of unwanted marketing material – you can always unsubscribe by a link in the newsletters or by contacting DFDS.

## **HOW DO WE PROTECT YOUR INFORMATION?**

When you book with us, we use secure server software which encrypts all information you input before it is sent to us. This encryption ensures that the information is reasonably protected against unauthorised interception.

DFDS will only keep personal information for as long as is necessary for the purposes for which it is obtained and further processed. These periods may vary and are to be specified for the specific purposes.

DFDS will ensure that any DFDS entity processing personal information on behalf of other DFDS entities (data processors) also adopt appropriate and equivalent security measures. They will have in place proportionate technical and organisational security measures to safeguard the personal information.

The entities within the DFDS Group that uses the same IT Systems have entered into data transfer agreements to comply with the law and to be able to transfer personal information within those entities.

## **WILL DFDS DISCLOSE THE INFORMATION IT COLLECTS TO OUTSIDE PARTIES?**

We never disclose information about a passenger to any other person or organisation without your consent unless there is an emergency situation that requires it or we are legally required to do so. DFDS reserves the right to pass your information on to trustworthy third parties that we use for the provision of certain services, for instance allowing DFDS customers to book hotels quickly and easily by, for example, transferring details from the DFDS booking form to our partners' booking forms.

If you do not wish DFDS to pass on your information to these third parties, please send an e mail accordingly to [travel.sales@dfds.co.uk](mailto:travel.sales@dfds.co.uk)

DFDS may provide aggregate statistics about our customers, sales, traffic patterns and related site information to reputable third-party vendors, but these statistics will contain no personally identifying information.

## **TRANSPARENCY AND INFORMATION RIGHTS**

We will use our best endeavours to inform you in a clear way about the uses and disclosures made of your information when such information is obtained. If it is not practicable to do so at the point of collection we will inform you as soon as possible after that, unless there is a legitimate basis for not doing so. Such legitimate basis could for example be where it is necessary for the prevention or detection of crime or where otherwise permitted by law.

If you would like a copy of the personal information we hold about you or would like to request us to rectify, erase or block the information, which turn out to be inaccurate or misleading, please write to us: [[dkinfo@dfdsseaways.dk](mailto:dkinfo@dfdsseaways.dk)]. You can also request a description of the personal information, the purposes for which they are being held and processed and the recipients or classes of recipient to whom the information is, or may be, disclosed by DFDS. Under normal circumstances no fee will be applied, except for requests made to our entities in UK. DFDS will use the best endeavours to respond to a valid request without delay.

## **YOUR PERMISSION**

In using the DFDS web site, you consent to the collection and use of this information by DFDS A/S and its subsidiaries in the ways described above. If we decide to change our privacy policy, we will make the relevant changes on this page so that you are always aware of the information we collect, how we use it and in what circumstances we disclose it.