

Privacy Policy

This privacy policy explains how we collect, use, and safeguard your personal data when you visit wobase.com and wobase.app (referred to here as “the Website”).

1. Who We Are

The Website is operated by **wobase ApS**, which is the data controller for all processing of your personal data when you visit the Website or purchase services from us.

If you have any questions regarding this privacy policy or our data handling practices, you may contact us at **info@wobase.com**.

2. What Personal Data We Collect & How We Use It

We collect personal data when:

- You visit the Website.
- You create a user account.
- You contact us about our services.

We may collect:

- Contact details (name, address, email, phone).
- Payment information (e.g., card details), where applicable.
- Website usage data (e.g., IP address, cookies).

Our primary purposes for collecting personal data are:

- To provide and fulfil our services to you.
- To comply with legal requirements.
- To respond to inquiries submitted through the Website.
- To send newsletters and marketing communications (with your consent).
- To ensure optimal functionality of the Website.
- To improve our services.

If you consent to receive newsletters, we will also process your contact information and other relevant data for that purpose. You can unsubscribe at any time via the “Unsubscribe” link in our emails.

3. Who We Share Your Data With

We may share your data with:

- IT service providers and technical support partners.
- Email and payment system providers.

These third parties act as data processors under our instruction, and we enforce data processing agreements with them to ensure compliance.

4. International Data Transfers

Your data may be transferred to countries outside Denmark or the EU/EEA, e.g., if our service providers use servers located abroad.

Such transfers are safeguarded using:

- EU Standard Contractual Clauses, or
- Reliance on recognized adequacy frameworks (e.g., Privacy Shield).

5. Data Storage & Security

We store your personal data securely—in encrypted cloud drives or protected servers—accessible only to authorized personnel. We periodically review security measures to ensure compliance with your rights and legal obligations.

6. How Long We Keep Your Data

We retain personal data only as long as:

- Necessary to serve the original purpose, or
- Required by law.

Specifically:

- Cookie-related data is managed per our cookie policy.
- Newsletter contact data is stored until you unsubscribe.
- Service-related data is kept for at least 5 years and 4 months post-delivery/invoice, in accordance with bookkeeping and tax regulations.

7. Your Data Rights

Under applicable data protection laws, you have the right to:

- **Access:** Request confirmation and copies of your personal data.
- **Rectification:** Correct inaccurate or incomplete data.
- **Erasure or Restriction:** Request deletion or limitation of data processing in certain circumstances.
- **Portability:** Receive your data in a structured, commonly used format and transfer it to another provider.
- **Object:** Oppose data processing where applicable.
- **Lodge a Complaint:** Submit a complaint to the Danish Data Protection Agency (Datatilsynet) at www.datatilsynet.dk.

8. Changes to This Policy

We may update this privacy policy. Significant changes will, where possible, be communicated via email. You are encouraged to review this policy periodically.

This policy was last updated on July 25, 2024.