



Privacy Policy for LHN

This privacy policy explains how LHN processes the personal data of our customers and members.

Content

Data Controller	1
Use of Personal Data and Categories of Personal Data	1
Sources	3
Legal Basis for Processing.....	3
Disclosure of Your Personal Data	4
Storage and Deletion of Your Personal Data.....	4
Your Rights	5
Changes to the Privacy Policy.....	5

Data Controller

The legal entity responsible for processing your personal data is:

LHN
VAT no. 16 34 27 18
Industriparken 1
6360 Tinglev
Email: lhn@lhn.dk
Phone: +45 7364 3000

If you have any questions regarding our processing of personal data, you can contact us at +45 7364 3000 or email persondata@lhn.dk.

Use of Personal Data and Categories of Personal Data

We collect the following information about you and use it for the following purposes:

Delivery of our services:

Customers: We collect and use personal data in connection with the provision of the business and professional advice you have requested. Our advisory services – from agricultural advice to economic and legal assistance, as well as secretarial services, etc. – are further described on our website. We may also collect and use personal data in connection with any self-service solutions on our website.

Members: We collect and use personal data to administer the association's work and activities, including collecting membership fees for the association and for L&F, board work, general meetings, and other activities outlined in the association's articles of association.

We collect:

General personal data: Contact information such as name, address, email, phone number, and customer number.

General personal data: Business data such as information on operations, production conditions, ownership, finances, and financial conditions.

General personal data: Authentication information such as passwords and similar security information used for authentication and access control.

National identification numbers: CPR numbers, passport numbers used for tasks requiring identification and authorization.

Sensitive (special) personal data: Information about health, for example, in connection with agreements on employee administration and crisis support. Information about criminal offenses in connection with pesticide cases in the field of crop production. Information about trade union membership, information about religious affiliation, and sexual orientation (via information about spouse) in connection with accounting.

We only process sensitive information when absolutely necessary and as a general rule, this will happen only with your explicit consent.

Sensitive information obtained as part of tax advice and accounting assistance is processed without obtaining separate consent from you, as the processing is based on a legal obligation.

Marketing:

Personal data is used for marketing purposes, including targeting our communication with you based on your interests and focus areas, and sending you relevant marketing and professional information such as newsletters and member information.

We collect:

General personal data: Name, address, email, phone number.

General personal data: Purchase history, interests.

General personal data: Information about the company's operations, production conditions, and finances.

Courses and meetings:

We offer courses and organize meetings that anyone can attend. When you register and participate in a course or meeting, you enter into a customer relationship with LHN and we subsequently register, process, and store your personal data in accordance with this privacy policy.

We collect:

General personal data: Contact information such as name, address, email, phone number, and customer number, as well as information about educational background.

General personal data: Business data such as CVR number.

Optimization of user experience on the website:

Personal data is collected when you use our website. We use this information to compile statistics on the use of our website and to optimize the user experience on our website and the services we offer. For more information, see our cookie policy <https://lhn.dk/privacy-policy-lhn/>

We collect:

General personal data: Online identifiers such as IP addresses and cookies, as well as usage data showing how you use our website.

Business and product development, as well as analysis, research, and statistics:

Personal data is used with our business partners for analysis, research, and statistical purposes to develop our business and advisory services. Examples of results include (non-exhaustive list): nitrogen forecasts, extracts of recent soil samples, crop distribution, harvest forecasts, production economy brochures, overview of typical feeding plans, industry surveys on feed efficiency, benchmarking based on both economic and production technical indicators, impact assessments of new legislation, income forecasts, etc.

Likewise, your personal data may be used for analysis, research, and statistical purposes in the interest of agriculture. We also use the results to develop our membership services, advisory services, and IT services.

We collect:

General personal data: Information about the company's operations, production conditions, and finances.

Sources

We collect personal data from the following sources:

Directly from you

Public authorities, e.g., Tax authorities

Public business registers, e.g., Central Business Register (CHR- and CVR-register)

Agriculture's central databases, e.g., Danish Mark database (Danish Field database), Kvægdata-basen (Cattle database)

Suppliers and customers who have a direct financial or advisory relationship with your company

Other partners, e.g., banks, mortgage credit institutions, auditors, and professional advisors who have a direct financial or advisory relationship with your company

Online sources that are publicly accessible.

The information collected about you originates from the EU/EEA.

Legal Basis for Processing

We process your personal data as described above based on the following legal bases for each of the mentioned purposes:

Delivery of our services

Consulting agreement you have entered with us supplemented by our general terms and conditions (contract and request prior to contract – Regulation (EU) 2016/679 of 27 April 2016, commonly known as the General Data Protection Regulation (GDPR) PDF Art. 6.1.b)

Association's articles of association and membership terms (balancing of interests – PDF Art. 6.1.f)

Legal basis (legal obligation – PDF Art. 6.1.c). Anti-Money Laundering Act, Bookkeeping Act, Annual Accounts Act

Consent (PDF Art. 6.1.a)

Marketing

Legal basis (PDF Art. 6.1.c). Marketing Act

Consent (PDF Art. 6.1.a)

Courses and meetings

Agreement – (PDF Art. 6.1.b)

Balancing of interests (PDF Art. 6.1.f) where the legitimate interest is to administer courses and meetings.

Optimization of user experience on the website

Cookie policy - <https://lhn.dk/privacy-policy-lhn/> (PDF Art. 6.1.f)

Consent (PDF Art. 6.1.a)

Business and product development, as well as analysis, research, and statistics

Legal basis (PDF Art. 6.1.c) including Marketing Act

Consulting agreement (PDF Art. 6.1.b)

Processing for...scientific...or statistical purposes (PDF Art. 89.1)

General terms and conditions (PDF Art. 6.1.f)

Association's articles of association and membership terms (PDF Art. 6.1.f)

Disclosure of Your Personal Data

We disclose your personal data to the following categories of recipients to the extent necessary:

- Public authorities, e.g., in connection with submission of tax returns, pesticide or fertilization records, mandatory animal registrations, refund and subsidy applications, etc.
- Group companies when necessary for the performance of a task you have requested assistance with. The information may also be used for marketing purposes. If sensitive personal data is involved, disclosure occurs only after you have given consent.
- SEGES Innovation P/S, when we use one or more IT solutions developed and/or operated by SEGES Innovation in connection with the provision of our services. SEGES uses the information for analysis, research, and statistical purposes. In this context, SEGES may combine data received from us with data received from local associations and other companies. You can read SEGES' privacy policy at <https://segesinnovation.com/about-us/privacy-policy-1/>
- Landbrug & Fødevarer, for membership administration. You can read L&F's privacy policy at <https://agricultureandfood.dk/about-us/privacy-policy/>
- Data processors

Storage and Deletion of Your Personal Data

Personal data is generally stored for up to 5 years from the end of the customer relationship. Information may be stored for a longer period in cases where we are subject to liability claims that extend beyond the 5-year period or where legislation requires us to retain information for a longer period.

Information collected to provide membership services to you is generally stored for up to 5 years from the end of the membership. Information may be stored for a longer period in cases where we are subject to liability claims that extend beyond the 5-year period or where legislation requires us to retain information for a longer period.

We will store your personal data in accordance with the following criteria: 1) legitimate purpose, 2) to assert or defend a legal claim. We aim to limit the storage of special personal data as much as possible.

Your Rights

You have the following rights regarding our processing of your personal data:

- Right to access your personal data
- Right to rectification of your personal data
- Right to erasure of your personal data
- Right to object to the processing of your personal data

In particular, you have an unconditional right to object to the processing of your personal data for direct marketing purposes.

- Right to restrict the processing of your personal data
- If the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. Your withdrawal will not affect the lawfulness of processing carried out before your withdrawal of consent.
- You have the right to receive the personal data you have provided in a structured, commonly used, and machine-readable format (data portability).

You can always lodge a complaint with a data protection supervisory authority, e.g., the Danish Data Protection Agency.

You can exercise your rights by sending an email with your request to persondata@lhn.dk

There may be conditions or limitations to these rights. Therefore, for example, you may not have the right to data portability in specific cases - this depends on the specific circumstances of the processing activities.

Changes to the Privacy Policy

We reserve the right to change this privacy policy due to changes in legislation, new technical solutions, new or improved features to enhance the website, or if there are changes in the processing activities we undertake.

Version 7.

Updated August 2024