

Privacy policy

Last updated: 31 July 2026

1. Data controller

Prisvogter ApS is the data controller for the processing of personal data through en.prisvogter.dk.

Prisvogter ApS

Company registration no.: 40 18 81 69

Sandagervej 10-18

7400 Herning

Phone: +45 42 67 16 00

Email: support@prisvogter.dk

2. What information do we process?

We may process personal data when you visit the website, contact us, book a demonstration, subscribe to our newsletter or act as a contact person for a customer or business partner.

Contact form and enquiries

When you contact us through the contact form, email or phone, we may process:

- name
- email address
- phone number, if you provide it
- company and website
- the subject of your enquiry
- the contents of your message
- any other information you choose to send

The purpose is to respond to your enquiry, provide support and follow up on a potential or existing customer agreement.

Booking a demo

When you book a demo, we may process your name, email address, company, meeting time and information you provide when booking.

Bookings are made through Microsoft Bookings. When you use the booking service, Microsoft processes information on behalf of Prisvogter and in accordance with Microsoft's applicable terms.

Newsletter

When you subscribe to our newsletter, we may process:

- name
- email address
- the time and method of subscription
- documentation of your consent
- information about deliveries, opens and clicks, if this measurement is enabled

We use Klaviyo to manage and send newsletters.

You can withdraw your consent at any time through the unsubscribe link in our emails or by contacting us.

Customers and business partners

When you are a customer, supplier or contact person at a business partner, we may process:

- name and job title
- company
- work-related contact details
- correspondence and support history
- information about agreements, solutions and invoicing

The purpose is to enter into and administer agreements, deliver our services, provide support and fulfil accounting and documentation requirements.

Website visits

When you visit the website, we may, with your consent, collect technical and statistical information such as:

- IP address
- browser and device type
- pages visited
- time and duration
- clicks and other website usage
- referring website or campaign

The information is used for statistics, troubleshooting and website improvements.

3. Legal basis for processing

We process personal data on the following grounds:

- to respond to enquiries and take steps before entering into an agreement
- to fulfil agreements with customers and business partners
- to comply with legal obligations, including accounting rules
- our legitimate interest in operating, documenting and developing the business
- your consent for newsletters, statistics cookies and other non-essential tracking

Where processing is based on consent, you can withdraw consent at any time.

Withdrawal does not affect the lawfulness of processing already carried out. The Danish Data Protection Agency emphasises that this option must be clearly stated when consent is used.

4. Recipients and data processors

We may use external providers for services including:

- hosting and technical operation
- contact forms and email
- newsletters through Klaviyo
- demonstration bookings through Microsoft
- website statistics through Google Analytics
- accounting, invoicing and customer administration

Providers may only process personal data on our instructions and in accordance with the agreements entered into.

Klaviyo states in its data processing agreement that it generally acts as a data processor for the company's customer data.

5. Transfers to countries outside the EU/EEA

Some of our providers may process personal data in countries outside the EU/EEA, including the USA.

When such transfers take place, we use a lawful transfer mechanism, such as a European Commission adequacy decision or the EU Standard Contractual Clauses.

A lawful transfer mechanism is not sufficient in itself; the legal basis for processing, data processing agreements, rights and other GDPR requirements must also be satisfied.

6. Retention

We retain personal data only for as long as necessary for the purpose for which it was collected.

- Enquiries are deleted or anonymised when no longer relevant, unless they form part of a customer or support case.
- Customer and agreement information is retained during the collaboration and afterwards for as long as necessary for documentation, legal claims and compliance with legislation.
- Accounting records are retained for the period required by law.
- Newsletter information is processed until consent is withdrawn. We may continue to retain necessary evidence of consent and a record of the unsubscribe request.
- Statistical information is retained according to the settings selected in the statistics service used.

7. Your rights

Depending on the circumstances, you may have the right to:

- access the information we process
- rectification of inaccurate information
- erasure
- restriction of processing
- data portability
- object to processing
- withdraw consent

Your rights depend on the processing and the specific legal basis.

You can contact us at support@prisvogter.dk.

8. Complaints

You can complain about our processing of your personal data to the Danish Data Protection Agency.

We recommend that you contact us first so we have an opportunity to investigate and resolve the issue.

9. Security

We use appropriate technical and organisational security measures to protect personal data against loss, misuse, alteration and unauthorised access.

10. Changes

We may update this privacy policy if our processing, providers or legal obligations change. The latest version will always be available on this page.