

Privacy Information Notice

This Privacy Information Notice provides you with information on how Louis Poulsen A/S collects and processes your data. Depending on your location, various data protection laws may apply to the processing of your personal data, and different information may be required to be provided to you.

If you are in:

- the **European Union**: please refer to the [Privacy Notice](#)
- the Republic of Korea: please refer to the [Additional Privacy Information for South Korea Residents](#)

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Privacy Notice

This privacy notice (“**Notice**” or “**Privacy Notice**”) describes how **Louis Poulsen A/S** (“**Louis Poulsen**”) process your personal data collected through, *inter alia*, the website www.louispoulsen.com, (the “**Site**”), in Louis Poulsen directly operated stores (the “**Stores**”) or through its Affiliates, and events to which Louis Poulsen and/or an Affiliate takes part.

In this Notice:

“Affiliates”	means Louis Poulsen A/S affiliated entities listed in the Louis Poulsen Companies annex below
“Applicable Data Protection Laws”	means Regulation (EU) 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (“ GDPR ”), and any other applicable data protection legislation or equivalent provision
“Group” or “companies of the Group”	means the group of companies to which Louis Poulsen and its Affiliates belong. An updated list of the companies of the Group will be provided to you upon request
“Personal Data”	means any information relating to an identified or identifiable natural person
“you” or “your”	refers to you as the natural person whose Personal Data are collected, when you either purchase a product through the Site or in a Store, or use a service offered by Louis Poulsen and/or its Affiliates or visit the Site

1. Data Controller and Processing activities

Each of the following sections describes the **processing activities** carried out by Louis Poulsen, detailing:



the **data controller**



the **categories of Personal Data**



the **purposes** of processing and the relevant **legal basis**



the applicable **retention period**

1.1 When you purchase our products or services

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
For purchases on our Site: Louis Poulsen	- Personal information (name, surname, tax code) - Country of residence - Zip code and postal address - Contact details (e.g. phone number, e-mail address) - Type of user (B2B or B2C) - For B2B customers: Profession, e-mail address, work e-mail address, work telephone number, name of the company/business/organization you work for - Invoice data - Payment data	Sale of products and provide sale and connected services, such as delivery services. Legal basis: performance of a contract. If you do not provide the data, the company will not be able to fulfil the contract.	Up to 10 years (for invoicing and accounting purposes) after the end of the contractual relationship. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
For purchases in Store: Louis Poulsen		Provision of after-sale services including fraud prevention, returns, guarantee and customer support. Legal basis: performance of a contract. If you do not provide the data, the company will not be able to fulfil the contract.	1 year following completion of the purchase. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
For after-sale services: Louis Poulsen		Provision of customer satisfaction questionnaires and surveys. Legal basis: legitimate interest of the company to assess customer satisfaction, adequately balanced with your interests in light of the limits of the data processing. You may object to this processing, by writing to the contact details indicated in paragraph 6.	

1.2 When you create an account, contact us or request/subscribe to a service

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	- Personal information (name, surname) - Contact details (e-mail address, phone number, address) - Type of user (B2B or B2C) - Country of residence	Create and manage your personal account on the Site; manage your requests and/or manage your subscription to our services. Legal basis: performance of a contract. If you do not provide the data, the	Until you request the deletion of your account , or you unsubscribe to the service or as far as necessary to fulfill your request ,

- For B2B customers: Profession, e-mail address, work e-mail address, work telephone number, name of the company/business/organization you work for - In case of requests: any other information you may share with us necessary to handle your request	company will not be able to provide the service or handle your request.	depending on which is applicable. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
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1.3 When you take part or consider to take part in a business project

If you interact with us in connection with your work/business (**B2B user**), the following applies to the processing of your Personal Data **when you participate (or consider to participate) in a contract business project with Louis Poulsen** (directly or through its Affiliates).

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	- Qualification and type of B2B user. Profession - Personal information (name, surname) - Country of residence - Contact details (e.g. phone number, e-mail address) - Name of the company/business/organization you work for - Interactions with you and any other information shared in the context of the contract business project	Execute, manage and oversee the ongoing or potential contract business project with you Legal basis: performance of a contract, including pre-contractual phase and related negotiations carried out upon your request. If you do not provide your	Data are retained up to 10 years after the conclusion of the contract business project. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.

		Personal Data, the company will not be able to enter or continue the business project.	
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1.4 To promote our business opportunities

If you share your Personal Data to explore a possible partnership, collaboration or business project with us, (**B2B user**), the following applies to the processing of your Personal Data for the **promotion of business opportunities within the Group**.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	- Qualification and type of B2B user. Profession - Personal information (name, surname) - Country of residence - Contact details (e.g. phone number, e-mail address) - Name of the company/business/organization you work for - Interactions with you and any other information shared in the context of the contract business project	Foster business opportunities between yourself and the other companies of the Group, on a business project basis, also by sharing your data with other companies of the Group. Legal basis: legitimate interest to enhance the business opportunity within the Group, adequately balanced with your interests considering the limits of the data processing. You may object to this processing, by writing to the contact details	Data are retained up to: In case of B2B individuals that have an ongoing business relationship with us (e.g., involved in a business project): 7 years from the end of the business relationship. In case of B2B individuals that have expressed in written form (even via e-mail) an interest in entering into business with us: 7 years from the data collection. In case of B2B individuals who met us otherwise (e.g., in-person meetings, networking meetings, etc.): 18 months from the last interaction with such B2B individual (e.g., exchange of emails). At the end of the retention period, data may be

		indicated in paragraph 6.	alternatively deleted or irreversibly anonymized.
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1.5 When you register to an event or otherwise meet us

The following applies when you **register to an event** of Louis Poulsen and/or its Affiliates or in which Louis Poulsen and/or an Affiliate participate, either via an online form on the Site or directly on-site at the event or otherwise meet us (e.g., in-person meetings, networking events) and provide us with your business card or contact information for potential professional collaboration.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	- Personal information (name, surname) - Contact details (e-mail address, phone number, postal address) - Type of user (B2B or B2C) - Country of residence - In addition for B2B customers: Profession, name of the company/business/organization you work for	Manage your registration to the event. Legal basis: performance of a contract. If you do not provide the data, the company will not be able to register you to the event.	For the duration of the event. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
Louis Poulsen	Image captured in photos and/or videos taken during the event	Use of your image, captured in photos and/or videos taken during the event, for the purposes specified in the release form for image usage that you signed or is made available to you. Legal basis: performance of a contract (release form).	For the duration established by the release form for image usage. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
Louis Poulsen	In case of B2B individuals, when you register to an event or meet us otherwise (e.g., in-person meetings, networking events) for a possible professional collaboration: Qualification as B2B user	Limited to B2B/professional individuals: contact you to enhance or start business	In case of B2B individuals who registered to an event: 7 years from the data collection

	• Personal information (name, surname) • Contact details (e-mail address, phone number, postal address) • Country of residence • Profession • Name of the company/business/organization you work for • Interactions with the individual	opportunities on a project-specific basis. Legal basis: legitimate interest of the controller. You have the right to object to this processing, by writing to the contact detail indicated in paragraph 6.	In case of B2B individuals who met us otherwise (e.g., in-person meetings, networking meetings, etc.): 18 months from the last interaction with such B2B individual (e.g., exchange of emails). At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
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1.6 When you send your application/CV

The following applies when you submit your CV or send an application through the career section of the Site to Louis Poulsen or one of its Affiliates, or in any other ways (e.g., via LinkedIn, via e-mail, headhunter agencies, etc.).

As part of the application and selection process, we do not normally ask you to provide us with Personal Data that may reveal your health conditions, religious beliefs, sexual orientation, trade union membership, political opinions, criminal record or criminal charges. **You are invited to not provide us with this kind of data.**

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	• Personal information (name, surname) • Contact details (e-mail address, phone number, postal address, country of residence) • Data relating to your qualifications, education and professional career	Manage the application/CV received via the Site or another channel for the selection process. Legal basis: performance of pre-contractual activities. If you do not provide the data, the company will not be able to handle your application process.	2 years from the date of collection, save for the applicability of the data retention period provided by the privacy information notice for employees and

• Photograph/personal portrait (if contained in CV) • Date and place of birth (if contained in CV) • Other personal information included in the CV/application you sent us	Share the application/CV with other companies of the Group to enable them to consider the application/CV for the selection process within their entities. Legal basis: legitimate interest to optimize the selection process by companies of the Group, adequately balanced with your interests in the light of the limits of the data processing. You may object to this processing, by writing to the contact details indicated in paragraph 6.	officers, if the candidate is hired. At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
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1.7 Marketing and profiling purposes

The following applies to **marketing and profiling** activities carried out in relation to you..

We may collect this data directly from you or from our partners or other third-party entities, in compliance with Applicable Data Protection Laws requirements.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	• Qualification as B2C or B2B user • Personal information (name, surname) • Country of residence, zip code and postal address • Contact details (phone number, e-mail address)	Marketing activities (<i>i.e.</i>, newsletter, promotional communications via e-mail, SMS, and ordinary mail, surveys, market searches) relating to products, services and initiatives. Legal basis: your consent. If you do not provide your consent, you will not receive marketing communications.	7 years from the consent At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
	• Invoice data • Your preferences and interests • Your previous purchases and activities (including attendance to events) on the Site and in Store	Profiling activities Legal basis: your consent. If you do not provide your consent, no profiling activities will be performed.	7 years from the consent At the end of the retention period, data may be alternatively deleted or irreversibly anonymized.
	Broad and non-invasive categories, including:	Perform customer segmentation based on non-invasive categories of data. Legal basis: legitimate interest to understand the users' preferences and, if	7 years from the data collection At the end of the retention period,

• Geographic area where you are located • Sales/purchase volume • Whether you are a consumer or a professional client	marketing consent has been given, provide communications of products /services/events that may be of interest to the consumer, based on a high-level and non-intrusive customer segmentation that adequately balances the interests of the subjects. You have the right to object to this processing, by writing to the contact details indicated in paragraph 6.	data may be alternatively deleted or irreversibly anonymized.
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1.8 Social plug-ins and cookies

The Site allows interactions with third-party websites and social networks (e.g., Facebook, Instagram) through hyperlink, sharing buttons, social plug-ins and other similar instruments. For the data processing activities carried out on third-party websites, please refer to the privacy information notices published therein.

The Site can also collect certain browsing information (e.g., IP address, device and browser, navigation on the Site) via **cookies** and other **tracking technologies**, also of third parties.

These data may be collected:

- to ensure the proper functioning and security of the Site;
- to improve the Site and for analytics purposes;
- for tracking and profiling purposes.

For more information on how these data are collected, please refer to the [Cookie policy | Louis Poulsen](#).

Louis Poulsen may also request to share pictures posted by you on social media in our channels, including our Site, in our newsletter, ads, store environment, social media etc. upon your consent.

For more information: [Louis Poulsen Community](#).

1.9 Comply with legal obligations, exercise/defend our rights and other purposes

This paragraph describes the processing operations carried out by Louis Poulsen for the purpose of exercising its rights before a competent authority or to comply with legal obligations imposed on it.

 Controller	 Categories of Personal Data	 Purpose and legal basis of the processing	 Retention period
Louis Poulsen	Personal Data collected according to the previous sections.	Exercise and/or defense of a right before a competent authority (e.g. judicial, administrative)	Statute of limitations , time strictly necessary to perform internal auditing, reporting and other business/organizational purposes (whichever

		Performance of business operations (e.g., mergers and acquisitions) Internal auditing, reporting and other business/organizational purposes. Legal basis: legitimate interest of the company. You have the right to object to this processing, by writing to the contact detail indicated in paragraph 6.	shorter) and, in any case, retention shall not exceed 10 (ten) years from the termination of the contractual relationship, unless further retention is necessitated by ongoing disputes and/or retention period established for the fulfillment of the purposes listed in the previous sections.
	Personal Data collected according to the previous sections.	Compliance with a legal obligation Legal basis: need to comply with a legal obligation.	Time necessary for the purpose of complying with the legal obligation

2. How your Personal Data are processed

Your Personal Data are processed through computer, automated and/or paper forms in compliance with the principles and provisions of the Applicable Data Protection Laws.

Personal Data are collected, elaborated, transferred and stored by using appropriate security measures (physical, logical and organizational) to protect them from possible breaches (such as destruction, loss, alteration, unauthorized disclosure or accidental or unlawful access to such personal data) and to ensure that processing is carried out only for the purposes described in this Notice.

3. Who your Personal Data can be disclosed to

Your Personal Data may be disclosed to third parties, where strictly necessary for each purpose of processing described in the previous paragraphs, in particular:

Service providers	Companies of the Group	Payment service providers	Other third parties
Companies of the Group and third-party entities providing specific services in the marketing, market research, IT management and support, logistics, administrative, e-commerce, purchasing, customer care, events and public relations, compliance, insurance, HR, and accounting area (e.g., IT consultant and system integrators, e-	Companies of the Group interested in fostering business opportunities with you, on a business project basis. Companies of the Group interested in receiving CVs/applications you sent us.	Providers of payment services or payment gateways/platforms used to purchase products through the Website (e.g. PayPal, Adyen, credit card service providers, banks, financial intermediaries, etc.).	• Our direct or indirect shareholders; • Third parties in the context of mergers /acquisitions/other extraordinary transactions that may involve the companies of the Group; • Independent professionals, such as lawyers and auditors;

commerce and CRM platforms, customer care service providers, providers of reserved areas in the websites, etc.).

These third parties have been appointed data processors.

- Judicial and/or administrative authorities, law enforcement agencies.

You may request more detailed information on those subjects to whom your Personal Data may be disclosed by writing to the contact details as indicated in paragraph 6 (*“How to exercise your rights”*).

4. Transfer of Personal Data outside the EEA

For the purposes of the processing described in this Notice, **your Personal Data may be transferred to countries outside the European Economic Area (“EEA”)**, including the **United States**, the **People’s Republic of China**, and **Singapore**.



If that is the case, we ensure that all possible transfers outside the EEA will be made in such a way as to **guarantee full protection of your rights and freedoms**. If no adequacy decision has been taken by the European Commission, the data transfers will be carried out by relying on appropriate safeguards, including conclusion of **Standard Contractual Clauses**.



Please note that the United States, Japan, the United Kingdom, Switzerland and South Korea, countries in which some of the companies of the Group are established, benefit from **adequacy decisions** of the European Commission and therefore your data can be shared with those jurisdictions based on the adequacy decision.

5. Your rights

In accordance with the Applicable Data Protection Laws, and in particular with the provisions of the GDPR, **your rights in relation to the Personal Data that we process** under this Notice are the following:

	Access	you can obtain information about the processing of your Personal Data and a copy of that Personal Data.
	Rectification	if you believe that your Personal Data is inaccurate or incomplete, you may request that such data be corrected or modified by following your instructions.
	Erasure	except as provided for by applicable laws, you have the right to request the erasure of your Personal Data, when: (i) the data are no longer necessary for the purposes for which they were collected and processed; (ii) you withdraw your consent to the processing if processing is based on your consent; (iii) you object to the processing for direct marketing purposes or to the processing carried out for other purposes and there are no overriding legitimate grounds to continue with the processing; (iv) your data are processed unlawfully; (v) the erasure is required by law.

	Restriction	you may request the restriction of the processing of your Personal Data where: (i) you contest the accuracy of the Personal Data for the period necessary to verify their accuracy; (ii) the processing is unlawful and you request the restriction of their use instead of erasure; (iii) the controllers no longer need the Personal Data for the purposes of the processing, but you require them for the establishment, exercise or defense of legal claims; (iv) you have objected to processing pursuant to Article 21(1) pending the verification whether the legitimate grounds of the controller override yours.
	Object	on grounds relating to your particular situation, you have the right to object to the processing of your Personal Data based on the legitimate interest of the controllers and the controllers will continue to process your data only if there are compelling legitimate grounds for the processing which override your interests, rights and or for the establishment, exercise or defense of legal claims. Your right to object to direct marketing purposes can be exercised at any time. Your objection to processing carried out through automated means is also valid for processing carried out with traditional means.
	Withdrawal of consent	if the processing of your Personal Data is based on consent, you have the right to withdraw your consent at any time.
	Data portability	where the processing is based on consent or on a contract and is carried out by automated means, you have the right to obtain in a structured format, commonly used and machine-readable format the Personal Data you provided us with and, where technically feasible, to have them transmitted to another data controller.

6. How to exercise your rights



To exercise your rights, and for any query or clarification on how your Personal Data are processed and used pursuant to this Notice, you can contact privacy@louispoulsen.com.



You may also at any time lodge a complaint with the Competent Data Protection Authority or bring an action before the competent national courts.

7. Changes to this Notice

This Notice is subject to periodic updates. To this end, we indicate the last update date at the beginning of this Notice, and we recommend to regularly consult this Notice. If you have already submitted your Personal Data, any change that substantially affects the processing of Personal Data, will be communicated to you through the appropriate channels to ensure that you are effectively aware of the way your data is processed, with a view to full transparency of the processing operations and full and adequate protection of your rights.

Louis Poulsen Companies

Louis Poulsen A/S

with registered office at Kuglegårdsvej 19-23, DK-1434, Copenhagen (Denmark) and its Affiliates:

- **Luminous Designs Investment ApS**, Kuglegårdsvej 19 - 1434 Copenhagen (Denmark)
 - **Louis Poulsen Germany GmbH**, Grünstraße 15, D-40212 Düsseldorf – c/o Mindspace Germany GmbH (Germany)
 - **Louis Poulsen Sweden AB**, Box 23013 S-104 35 Stockholm (Sweden)
 - **Louis Poulsen Norway AS**, Drammensveien 130, 0277 Oslo (Norway)
 - **Louis Poulsen Finland Oy**, Kyllikinportti 2 FIN-00240 Helsinki (Finland)
 - **Louis Poulsen Japan Ltd.**, 3F/4F AXIS Bldg., 5-17-1 Roppongi, Minato-ku, Tokyo, 106-0032, Japan
 - **Louis Poulsen Holland BV**, J.A. van Seumerenlaan 7, 1Hg, 1422XS Uithoorn, Nederland (The Netherlands)
 - **Louis Poulsen Switzerland AG**, c/o Berater & Partner AG, Töpferstrasse 5 - CH-6004 Lucerne (Switzerland)
 - **Louis Poulsen USA, Inc.**, 36 East 31st Street, Floor 4, New York NY 10016, USA
 - **Louis Poulsen UK, Ltd.**, c/o Goodwill Limited, 20 Red Lion Street, WC1R 4PS, London (UK)
 - **Louis Poulsen Asia Pte**, 5 Purvis Street, #01-02, Singapore 188584 (Singapore)
 - **Louis Poulsen Korea, LLC**, 9th Floor, 428, Seolleung-ro, Gangnam-gu, Seoul, South Korea
 - **Louis Poulsen (Shanghai) Co, Ltd.**, Room 301-A · 3/F, #139 Ruijin Road (No.1), Huangpu District, Shanghai
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Additional Privacy Information for South Korea Residents

In this section, Louis Poulsen provides information for **South Korea residents**, as required under South Korea privacy laws, including the Personal Information Protection Act (“**PIPA**”).

The PIPA requires that we provide South Korea residents certain **specific information** about how we handle their personal information, whether collected online or offline.

This section does not address or apply to the handling of personal information subject to an exemption under the PIPA.

1. Delegation of Personal Information

For the performance of the services detailed in this Privacy Information Notice, we delegate the processing of your personal information to the following professional service providers:

Delegatee	Description of Delegated Services
Deel Korea Ltd.	Data processor: Processes and stores personal data (first name, surname, gender, date of birth/age, place of birth, tax code, nationality, photo, identity document and/or driving license, telephone numbers, e-mail address, company, marital status, salary, etc.) on behalf of the data controller for the purpose of payroll services
Adyen N.V.	Data processor: Processes and stores personal data (first name, surname, gender, date of birth/age, place of birth, tax code, nationality, photo, identity document and/or driving license, telephone numbers, e-mail address, company, marital status, salary, etc.) on behalf of the data controller for the purpose of payment services.
BDO Sunghyun LLC	Data processor: Processes and stores personal data (first name, surname, gender, date of birth/age, place of birth, tax code, nationality, photo, identity document and/or driving license, telephone numbers, e-mail address, company, marital status, salary, etc.) on behalf of the data controller for the purpose of statutory reporting.
Citibank Korea	Data processor: Processes and stores personal data (first name, surname, Identity document) on behalf of the data controller for the purpose of bank services.

2. Overseas Transfer of Personal Information

We transfer personal information to third parties overseas as follows:

Legal Grounds	Recipient (Contact Information of Information Manager)	Country or Region to which Your Personal Information is to be Transferred	Date and Method of Transfer	Types of Your Personal Information to be Transferred	Purposes of Use by Recipients	Period of Retention of Use by Recipient
Execution and performance of a contract with the data subject	Microsoft Corporation (privacy@microsoft.com)	United States, EU Member States, and other jurisdictions where Microsoft, its affiliates and sub processors operate	Transmitted via secure information and communication networks at the time of account sign-in and thereafter whenever necessary for provision, maintenance, support and security of the services	Account information, identification data, contact details, usage data, device information, log records, support communications and other personal information collected through the services	Processing and storage of business records and communications in Microsoft Office systems	For the duration necessary to fulfil the relevant processing purpose and thereafter as required by applicable law or contractual obligations

3. Data Destruction

Personal information is retained in accordance with the data retention periods as detailed in Section 1 of this Privacy Information Notice. With the exception of the personal information set out below, personal information, which has fulfilled the purpose for which it was collected or used, and has reached the period of time during which personal information was to be possessed, will be destroyed in an irreversible way. Personal information stored in electronic files will be deleted safely in an irreversible way by using technical methods, and printed information will be destroyed by shredding or incinerating such information.

The personal information is required to be retained pursuant to the following laws:

Act on the Consumer Protection in Electronic Commerce, Etc.	Article 6 of the Act on the Consumer Protection in Electronic Commerce	In an electronic commerce: - Records regarding labelling and advertising (6 months) - Records regarding execution or withdrawal of a contract (5 years) - Records regarding the payment of a price and the supply of goods and services (5 years) - Records regarding customer services or dispute resolution (3 years)
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Protection of Communications Secrets Act	Article 41 of the Decree of the Act, Article 15-2 of the Protection of Communications Secrets Act	• Log records, IP address (3 months) • The date of telecommunications by users, the time that the telecommunications start and end, the frequency of use (12 months)
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4. Measures to Ensure Safety of Personal Information

We implement the following measures to ensure safety of your personal information:

1. Managerial measures: establishment and implementation of internal management plan, operation of dedicated organization, regular employee training
2. Technical measures: management of access rights to the personal information processing system, installation of an access control system, encryption of personal information, and installation and renewal of security programs
3. Physical measures: access control of computer rooms, data storage rooms, etc.

5. Contact Us

If you have any questions or concerns regarding this Policy or our privacy practices, you may contact us below:

- Department in Charge of Personal Information Protection: Legal Department:
privacy@louispoulsen.com

6. Changes to this Notice

The previous version of this Notice Policy can be accessed via below link:

[Privacy policy 2018 | Louis Poulsen](#)