

Personal Data Policy

The logo for Drip Drop, featuring the words "drip" and "drop" stacked vertically in a white, lowercase, sans-serif font, centered within a solid yellow square.

DripDrop is a product by Abrella APS (Abrella), a danish company located at Aabogade 34, 8200 Aarhus N, Denmark who treats personal data for its users and customers who use our product ("Services"). We take care of your personal data and will follow current legislation on the subject at any given time to protect you as a private individual.

Abrella act as a data controller for personal information in relation to the Services. Other companies can act as data controllers or part data controllers as some data is directly processed through their applications. ("Personal Information") means any information directly or indirectly connected to a living person.

Abrella primarily uses Personal Information to administrate, offer, develop and maintain the Services and to improve the user experience in relation to the Services and to communicate directly with you. Please read this personal data policy carefully so you understand how we treat your Personal Information. When you agree to let us store your Personal Information and the terms of these, you agree to have your Personal Information can be treated in relation to the terms and

When you disclose Personal Information to us and accept the terms and conditions of use, you agree that your Personal Information may be processed in accordance with the terms and conditions contained in the separate Terms and Conditions of each Service and this Privacy Policy. If any further consent is required by law, we will of course request that.

Changes to the Personal Data Policy will be communicated by publishing new terms and conditions on DripDrop's websites. Therefore, we recommend that you regularly review these.

If you add Personal Information to other persons, it is your responsibility to ensure that b is able to Abrella process Personal Data in accordance with the applicable Personal Data Terms.

1. COLLECTION AND TREATMENT OF PERSONAL INFORMATION

Abrella collects and processes your Personal Information to the extent permitted by law. Collection and processing can take place when you use the Services, for example when you rent an umbrella and return it. We use different methods for collecting Personal Data, such as. cookies, web beacons, GPS, customer surveys and member registrations. In some cases, Abrella collects and imports Personal Data from databases at and outside DripDrop system (eg Facebook and Google). We receive ongoing Personal Information about you from, collaborators and other information that may be added to your profile (if a profile has been created).

In cases where there is a legal requirement that consent be obtained for the treatment of specific types of Personal Information or for a particular treatment thereof, consent will be obtained from you before processing the information.

2. INFORMATION FROM AND ABOUT WHICH WE COLLECT AND TREAT

We collect exclusively Personal Information that is relevant for the purpose described in the separate Terms and Conditions of each Services and the Current Privacy Policy. The information collected includes, for example, Information about name, address, phone number, email address, information required for use of the Services (eg login), language, user history, payments and other information you have provided in connection with the use of the Services. Examples of Personal Data collected from companies outside the Abrella Group may include updated address information and demographic information.

3. PURPOSE OF TREATING YOUR PERSONAL INFORMATION

Abrella collects Personal Information for different purposes.

Abrella uses Personal Information to:

- Manage, develop and maintain the Service
- Treat your orders on the Services
- Contact you through SMS services or Email about your recent activity or inform you of your use and rental periods.
- Contact you in case of issues with the Services
- Analyse data to optimise and enhance the quality of the Services.
- Personalize our communication with you regarding the benefits, such as by creating a profile for you and sending you offers that correspond to your profile as a User of our Services,
- Promote services and products, directly or indirectly, including behavioral marketing.

You are always entitled to request Abrella for a no fee to not use your Personal Information for marketing purposes or revoke your consent. You can exercise this right by contacting Abrella at info@abrella.dk

4. STORAGE AND TRANSFER OF YOUR PERSONAL INFORMATION

Abrella saves personal information in accordance with this Privacy Policy and applicable law. Abrella uses subcontractors, for example for IT solutions and Payments and Personal Data can be transferred to such subcontractors. Our subcontractors treat your Personal Information on behalf of Abrella and always according to our instructions, and only after a data processing agreement has been entered into in accordance with applicable law, so that we ensure a high level of protection of your Personal Information.

Abrella may disclose Personal Information to third parties, for example police or other public authority, if this happens in connection with the investigation of a crime or if Abrella is otherwise obliged to disclose such information under the law or after a decision of a public authority.

5. PROTECTION AND ERASING OF PERSONAL INFORMATION

Abrella has taken appropriate technical and organizational measures to protect your information against eg. loss, manipulation or unauthorized access. We adapt our security measures to meet current technological developments.

Abrella deletes personal data in accordance with applicable legislation. This means, for example, that Abrella deletes or anonymises Personal Information when there is no longer any purpose to process the Personal Data. Our purpose of processing your personal information is described in section. 3 above.

6. MODIFICATION, DELETION AND REVIEW OF YOUR PERSONAL INFORMATION

If changes are made to your Personal Information, please send a message to Abrella for this to be corrected at info@abrella.dk or adjust it on your profile page in the Application. Abrella is not responsible for any issues that may arise because data is outdated or inaccurate if you have not notified any such changes.

Abrella will, at your request, or if Abrella becomes aware, change or delete incorrect or incomplete information. You are also entitled to receive, without consideration, a copy of the Personal Information about you as we process. Requests for such prints must be sent in writing to Abrella to Aabogade 34 - 8200 Aarhus N, Denmark, Abrella APS. The request must be signed by you and include your name, postal address, telephone number, e-mail address. The printout will be sent to your registered address within one month after Abrella has received your request. The frequency of how often you are entitled to receive such prints may vary, depending on where you are resident.

7. TRANSFER

If Abrella is sold or in part sold, restructuring or other transfer of our business, your Personal Information will be transferred in connection with this.