

WELCOME TO Concept:CPH ApS PRIVACY POLICY

This policy is effective from November 1, 2017. Last modified: April 26, 2018.

This privacy policy sets out how Concept:CPH ApS ("Concept") uses and protects any information that you give Concept when you (i) use our website and (ii) view ads served by Concept on third party websites ("Publishers"). The purpose is for you to understand what data we collect, why it is being collected, and how we use that information. We will refer to the Concept Publishers as well as any other websites, applications, and related services operated by Concept collectively as the "Service(s)." Concept is referred to in this Privacy Policy as "we," "us," "our," and "ourselves."

Concept is committed to ensuring that your privacy is protected. Concept does not collect personally identifiable data such as name, email, address or phone number from a visit to our website unless you voluntarily supply this through written forms. If you provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Concept may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. We are allowed to change the contents of the statements and the cookies listed at all times and without prior warning. You can consult this webpage for the latest version. Should you still have questions and/or remarks, please contact info@concept.dk.

PRIVACY POLICY

Concept partner with commercial website publishers to serve ads on their sites. Each publisher is responsible for obtaining all applicable consents to enable Concept to collect information from your device.

Concept does not collect sensitive information that is attributable to race, ethnic origin, sexual orientation, political beliefs, religious beliefs, union membership, or information such as the viewing of sites with sexual content or information indicating a users' specific medical condition. We do not use these types of sensitive data from one site for tailoring ads at other sites across our Publishers. personally identifiable data does not include aggregate information, which is data we collect about the activities and characteristics of users of Publishers websites. This Privacy Policy in no way limits Concept's ability to collect aggregate or non-personal information.

When you share your information with us we can make our services even better. Though we want you to understand what data we collect, why it is being collected, and how we use that information. You are always more than welcome to contact us if you have any questions.

INFORMATION WE COLLECT

When you view a Concept ad on a site which uses our Services, we may collect information about your device or the ad that you have viewed. This information does not enable us to determine your individual identity.

Information about your device: We may collect some or all of the following information about your device: device type (e.g. smartphone, tablet, etc.), operating system (e.g. iOS, Android, Windows, etc.), network provider, Internet (IP) address, which mobile browser you use (e.g. Safari, Chrome, Internet Explorer, etc.), the carrier user ID (a number uniquely allocated to you by your network provider), platform, SDK version, timestamp, API key (identifier for application), application version, iOS Identifier for Advertising, iOS Identifier for Vendors, Media Access Control (MAC) address, International Mobile Equipment Identity (IMEI), Model, manufacture and OS version of device, session start/stop time, locale (specific location where a given language is spoken), time zone, and network status such as WiFi, the geo-location of your device (using GPS or other geo-location data) and the unique device identifier of your mobile device (a number uniquely allocated to your device by your device manufacturer).

Information about the ad you have viewed: We also collect some or all of the following information about the ad you have viewed: the content type of the ad (what the ad is about, e.g. games, finance, entertainment, news); the ad type (e.g. whether the ad is a text, image, or video based ad); and where the ad is being served (e.g. the address of the website on which the ad appears). Also we collect non-private, aggregated, information from your visits to ads produced by the Concept Publishers as demographics, interests and behavior based information provided to us.

Information collected from you accessing the Concept site: When you visit our website we use cookies and various technologies and collect information passively using servers that automatically record information created by your use of the Services. This information may include your IP address, browser type, the referring domain, pages visited and order in which those pages were visited, the amount of time spent on particular screens, the dates and times of your requests, platform type, your mobile carrier, device and application identifiers, and search terms. Other actions, such as interactions with our Site, applications and advertisements, may also be collected. We may use this information to determine the frequency with which our users visit various parts of our Site, to help diagnose problems with our servers, to administer the Services, and to conduct research on customer demographics, interests and behavior based information provided to us. Such research may be compiled and analyzed on an aggregate basis so these data doesn't involve personally identifiable information.

You may also send us personal information like name and job title and contact information including phone number and email address if you are seeking a business relationship with us, request additional information from us, or if you apply for a job position with us. We collect this Personal Information from your interaction with our Site or from emails you have sent us. We use this Personal Information only to contact you or to respond to your inquiry. We store this Personal Information for a reasonable time for record keeping purposes. Personal Information submitted by you is usually deleted in the normal course of business.

As a registered person you have the right to gain insight, correct and delete the data we hold about you as well as obtain an overview of the data we store about you delivered in digital form.

WHAT WE DO WITH THE DATA WE COLLECT

Concept may use the information we collect to provide, maintain, protect, and develop new Services to provide to you. Concept may also use the information to display advertising customized to your inferred interests, preferences and locations, and to perform analysis aimed at improving our Services and technologies. The information we collect also helps us to provide filtering options for publishers and developers to manage ads appearing on their sites and in their apps, and to provide targeting options for advertisers. This helps our publishers and developer clients, for example, not to present you with ads that you have already seen, and helps our advertiser clients serve ads that are most likely to be of interest to you. If you voluntarily has provided personal information through the business relationship and consent has been giving by you, we may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided. From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail.

Aggregate Statistics: Concept may share or disclose your non-private, aggregated, or otherwise non-personal information and statistics of the information we collect from your visits to ads produced by the Concept Publishers, publicly, with partnering sites, and/or with our publisher, developer, and advertiser clients. The aggregate statistics may include the measure of interest in, and use of, our Services and our site, such as overall patterns that do not describe or identify any individual user. We may disclose aggregated user statistics in order to describe our Services to current and prospective business partners, to show trends of the general use of our Services, and to other third parties for other lawful purposes.

Compelled Disclosures: We will disclose personal information when we believe in good faith that such disclosures are required by law or that disclosure is necessary, for example, to comply with a court order or subpoena; will help to enforce our Terms of Use; enforce contest, sweepstakes, promotions, and/or game rules; protect your safety or security; or protect the safety and security of the Services, us, or third parties, including the safety and security of property that belongs to us or third parties.

Service Providers: We may engage certain trusted third parties to perform functions and provide services to us. We may share your personal information with these third parties, but only to the extent necessary to perform these functions and provide such services, and only pursuant to the obligations mirroring the protections of this Privacy Policy.

International Transfers: We may share your non-private, aggregated information with clients, affiliates and other third parties described above who are based in countries outside your country of residence. While some countries may not have data protection laws that are equivalent to those of the country in which you reside, we will take all reasonable measures to protect your information in accordance with this Privacy Policy and applicable legal requirements.

Other websites: The site and the ads we serve may contain links to other sites. We are not responsible for the privacy practices of such other sites as those may have different privacy policies and terms of use and are not associated with us. You agree that we cannot control these links and we will not be responsible for any use of or information practices of such sites. This Privacy Policy does not address the information practices of those other sites.

HOW WE USE COOKIES

Websites use smart and useful techniques to enhance user-friendliness and to make the site as interesting as possible for each visitor. One of the best known techniques involves cookies. A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added. Cookies can be used by website owners or third parties - like advertisers - who communicate through the website you visit. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs.

Using cookies is safe. It is impossible to retrace personal information such as phone numbers or e-mail addresses by using cookies. They are, thus, unsuitable for direct marketing techniques like telemarketing and spam. We feel it is essential for you to be informed about the cookies that our website uses and for what purpose they are used. The purpose is threefold: we want to guarantee your privacy, the user friendliness, and the financing of our website as best as we can. The following explanation tells you more about the cookies used on and through our website and for what purposes.

This cookie statement applies to Concept.dk.

Cookies that ensure that the website can function properly

Our website uses cookies for:

- Reading your browser settings so that your screen will reproduce our website in the best possible way
- Evenly spreading the load on the website, so that the website remains accessible at all times
- Providing the possibility to react to our website

Cookies through which we can measure the website's use

We use cookies to continuously try to measure how many people visit our website and what parts of the website they visit most. This tells us what components of the website draw our visitors' interest most.

The information thus gathered is used for statistics. These statistics provide us with insight into how frequently our webpage is visited, where exactly visitors spend most of their time, etc. This enables us to draft the website's structure, navigation and the contents as user friendly as possible for you. We will never trace any statistics to individuals. We use cookies for:

- Recording the number of visitors of our web pages
- Setting the order in which a visitor visits the various pages of our website
- Assessing which parts of our site need adaptation
- Optimising the website

Cookies to share the contents of our website through Social Media

By using buttons, you can share the articles and videos you watch on our website through social media. These buttons are controlled by social media cookies that are installed by the social media parties, so they are able to recognise you when you would like to share articles or videos.

These cookies enable:

- Logged-in users of selected social media to instantly share content that is available on our website

With regard to the cookies that the social media parties install and any data they thereby collect, please refer to the statements that these parties have published on their own websites. Beware that these statements may regularly change. Concept has no influence in this respect.

Other/Unforeseen Cookies

Considering the way the Internet and websites work, we do not always have insight into the cookies that are being placed by third parties through our website. This particularly applies to cases where our webpage contains so-called embedded elements: texts, documents, pictures or short films that are stored at another party, but are shown on, in, or through our website. Therefore, should you come across any such cookies on this website that we have not listed above, please let us know. Or directly contact the related third party and inquire about what cookies they place, their reason for doing so, the cookie's life span, and how they have guaranteed your privacy.

ACCEPTING OR REFUSING COOKIES

When you visit this website for the first time, a banner informs you of the use of cookies and provides a direct link to this information page. If you confirm your acceptance of cookies by closing the banner, or if you continue to browse our website, your consent is considered as obtained. The cookie acceptance banner will no longer display on your screen.

You may still choose at any time to delete or disable all or part of these cookies using your browser or professional platforms for this purpose, with the exception of the functional cookies necessary for our website to function, as indicated above. All browsers offer configuration options to inform you of the cookies saved on your computer and allow you to accept or refuse them.

How to implement your choice according to the browser you use

When it comes to managing your choices, the configuration of each browser is different.

- [Microsoft Internet Explorer](#)
- [Google Chrome](#)
- [Safari](#)
- [Firefox](#)
- [Opéra](#)

At any time you may view the cookie management settings used by your browser, and delete any cookies it has stored, which must be done one by one. To make your search easier, please find below a list of direct links for each of the main browsers in use:

- [Microsoft Internet Explorer](#)
- [Google Chrome](#)
- [Safari](#)
- [Firefox](#)
- [Opera](#)

This configuration is different on your cell phone or tablet:

- [iOS](#)
- [Android](#)
- [Blackberry](#)
- [Windows Phone](#)

Finally, you may configure the browser on your device to send a code informing websites that you do not wish to be tracked. This option is often called “Do Not Track” and can be accessed at the following links for the main browsers listed below:

- [Internet Explorer TM](#)
- [Safari TM](#)
- [Chrome TM](#)
- [Firefox TM](#)
- [Opera TM](#)

- [Microsoft Edge™](#)

Opt-out option

If you do not want websites to place cookies on your computer or mobile device at all, you can adapt your browser settings as such that you will be notified before any cookie is placed. You can likewise adapt the settings as such so that your browser refuses all cookies, or only the third party cookies. Likewise, you can remove any of your cookies that have already been placed. Since cookies are stored on your computer's hard drive it is only yourself who can change or delete cookies. You can at any time get an overview of which cookies are fired when you visit a specific site by looking at your browser settings. Please note that you will have to separately adapt the settings for each browser, mobile device and computer you use. Please be aware that if you do not want cookies, we can no longer guarantee our website to function properly. Some functions of the site may be lost, while you may no longer be able to see certain websites. What's more, refusing cookies will not mean you will no longer see any advertisements. It's just that the advertisements will then no longer be tailored to your interests and will be repeated more often.

Each browser has a different method to adapt the settings. If necessary, consult your browser's "help" function, or go to your browser's manual. If you wish to disconnect cookies of specific parties, you can do this through <http://www.youronlinechoices.com/>.

SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. Your personal information is restricted only to be accessed by Concept:CPH ApS employees, contractors and agents who need access. All contractors and agents outside Concept:CPH ApS are contractually committed to follow all relevant regulations regarding personal data.

LINKS TO OTHER WEBSITES

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen and we have your written consent. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@concept.dk.

You may request details of personal information which we hold about you under the General Data Protection Regulation. A small fee will be payable. If you would like a copy of the information held on you please write to Concept:CPH ApS Bredgade 35 1260 Copenhagen K.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the below address. We will promptly correct any information found to be incorrect or delete it on your request unless we have to keep your information for legal purposes.

If you have any questions you are always more than welcome to contact us using the details below.

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