



THE
TECHNOLOGY
PROVIDER

ALSO Denmark

DATA ETHICS POLICY

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Technological advancements lead to greater productivity and economic growth for the society. With fast pace of technological development, along with evolving risks and benefits from large scale data use also follows responsibilities and a need for responsible decision making where existing laws and regulations do not necessarily provide clear ethical guidance.

Our corporate purpose is to improve people's quality of life through technology. We play our part in a development of digital technologies that is geared toward people and ethically justifiable.

SCOPE

Data ethics impacts all employees at ALSO Denmark as well as our customers, suppliers, and partners. This policy sets the framework for ALSO's management of data from an ethical perspective, describing our ethics principles and the overall ways on how we process data.

POLICY STATEMENT

On daily basis we are dealing with large amount of data, with great respect for the data owners, that can be our customers, business partners and employees. We take the responsibility for the data we receive, collect, handle and store. We make sure, that data is used for a right and lawful purpose and ethically justifiable, with respect for the individual.

ALSO's Data Ethics Principles are embodied in four key principles: trust, integrity, security and respect for privacy.

Trust

Trust is an essential part of the relationship, and it is built on consistency, by honoring commitments. At ALSO, we want to be a trusted data partner, and we pursue that goal being an honest, reliable, and accountable company. We ensure that our customers, business partners and employees know what kind of data we collect, how we store it and how we use the data e.g., in marketing. We do not sell to or share data with third parties unless we have a specific agreement with the data owner to do so.

Integrity

With large number of business partners, customers and access to various technology for collecting data, we acknowledge our obligation to keep confidentiality. Confidential information belonging to our customers and business partners must be kept secret, unless disclosure of such information has been expressly permitted. The obligation of silence continues to apply even after the employment or business relationship has ended.

Security

ALSO operates a security policy with strict management of access rights that ensures that only specially designated persons have access to specific data either business data or data about individuals. To prevent accidental access to data or outright cyberattacks, IT department ensure secure, protected access to electronic data through suitable organizational and technical action. All employees are responsible for safeguarding their access data.

Respect for privacy

ALSO respects the private spheres of its staff, customers and business partners. Personal data may only be recorded, processed or used insofar as the persons concerned have given their approval or to the extent otherwise permitted by law. The rights of those concerned to information and notification and, if applicable, to contradiction, blockage and deletion, must be observed.

ROLES AND RESPONSIBILITIES

The Management Board has overall responsibility for the Data Ethics Policy. The Senior management should be aware, and ensure the application, of ethics principles in decisions around the use of data.



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