



Data and Privacy Policy

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This website is owned and managed by Lange Production ApS, business registration no. 29240485, Ehlersvej 19.1, 2900 Hellerup, Denmark.

In the following, we explain how we use the personal data of which you leave footprints and/or that you provide when you visit our website ("Website") and use the various services on the Website.

1. Collection of personal data

Lange Production ApS is the data controller of personal data collected via the Website. You will always be informed before we collect personal data about you. The personal data collected by us may include, for instance, your name, email address, telephone number and similar identification data as well as information about your IP address, branch/business area, interests, etc.

Personal data about you will be collected in one or more of the below cases:

- When you visit and browse our site
- When you create a user account
- When you order samples
- When you communicate with Lange Production

2. The use of personal data

Personal data is collected and used for the following purposes:

- Administration of user accounts
- Completion of sample orders
- Newsletters and other promotional communication
- Promotional marketing in general
- Completion of requests received from you
- Providing customer support and communication
- Product and service development
- Statistics and analytics

The processing of your personal data will in some cases be necessary for the performance of a contract entered into between Lange Production and you. The processing may also be necessary to comply with requests from you. In addition, the processing of your personal data may be based on our legitimate interest in conducting marketing activities and to develop and evaluate our products and services as well as conducting statistics.

We note that Lange Production shall only use your personal data in order to send you product information, newsletters and other marketing material via e-mail if you have provided your prior and explicit consent hereto, unless applicable legislation allows us to contact you without such consent.

Lange Production keeps statistics of which areas of the Website are visited by our users and of which products the users prefer. This data does not include personal data. Using the collected data, Lange Production builds knowledge of the use of the Website. This information is to use to improve the Website. However, we use data on the navigation of all our users to be able to understand how our users as a total group use the Website and against this background we attempt to improve the Website. In addition, we collect information about which products our users as a total group prefer. This information is only to use to improve the Website.

3. Disclosure

Lange Production may share your personal data with third party providers such as freight carriers in order to complete orders for samples/products made by you.

In certain circumstances and according to legislation it may be necessary to disclose data to the authorities. We may also disclose your personal data in order to establish exercise or defend our legal rights.

In the event of reorganization or total or partial sale of the business, disclosure, if any, will in such connection take place in accordance with the legislation applicable from time to time governing such processing of personal data.

Your personal data is not disclose to a third party without your permission except as described above.

4. The duration of the processing

Your personal data will be deleted when we no longer need to process the data to fulfil one or more of the purposes mentioned above. However, your data may be processed and stored for a longer period in anonymized form or if we are required to do so by law.

5. Cookies

We use cookies on our Website. Cookies are needed to get our websites to work. They also help us to know a little bit about how you use our website, which improves the browsing experience both for you and for others.

The purposes of processing of data collected by the use of cookies, are the following:

- to operate, improve and optimize the performance and user experience of the website and its services;
- perform customer and user analysis and segmentation in order to improve our understanding of our users, and provide better and tailored services to users, including you;
- statistical purposes

6. Security

We have implemented security measures to ensure that our internal procedures meet our high security policy standards. Accordingly, we use our best endeavors to protect the quality and integrity of your personal data.

7. Your rights

You have a right of access to the personal data, which we process and store about you, subject to certain statutory exceptions. Furthermore, you have the right to object to the collection and request restriction of the processing of your personal data. In addition, you also have the right to require us to rectify or erase your personal data, if necessary.

Under certain circumstances, you may also request that we provide you with an overview of your personal data in a structured, commonly used and machine-readable format and request us to transmit such data to another data controller.

You may at all times object to the processing of your personal data for direct marketing purposes.

8. Withdrawal of consent

You may at any time withdraw any consent you may have given. Should you wish to withdraw your consent you may contact us at lange@langeproduction.com. With respect to newsletters and other electronic marketing material, you may also use the “unsubscribe link” in the email or other communications which you receive from us.

Please note that the withdrawal of your consent will not affect the lawfulness of past processing conducted prior to the withdrawal.

9. Rectification to personal data, etc.

If you want us to update, rectify or delete the personal data that we have recorded about you, or if you want access to the personal data being processed about you, or if you have any questions concerning the above guidelines, you may contact us at lange@langeproduction.com. You can also write to us at the following address:

Lange Production ApS
Ehlersvej 19, 1
2900 Hellerup
Denmark

