

## PRIVACY NOTICE

### 1. INTRODUCTION

This privacy notice describes how Veo Technologies ApS (“us”, “we”, “our” or “Veo”) collects and processes personal data relating to the purchase of our services and products, the general use of our website and platform, administration of relationships with third parties, and our development of our products and services, marketing activities, etc.

### 2. CONTACT INFORMATION

If you have questions about this privacy notice or Veo’s processing of your personal data, you can reach out to us at:

Veo Technologies ApS  
Rovsingsgade 68  
DK-2100, Copenhagen  
Business reg. no.: DK37240834  
Email: [privacy@veo.com](mailto:privacy@veo.com)

### 3. DESCRIPTION OF PROCESSING

Veo may process personal data about you for different purposes, depending on how we are in contact with you. Below you can read about the different purposes for which we may process your personal data.

#### 3.1. Purchase of products and services

*Personal data processed when you purchase Veo products and services.*

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| Purpose                     | <p>Veo sells both hardware and services, which can be purchased together or separately. When you purchase our products and services on your own or a legal entity’s behalf, we process your personal data for the purpose of delivering the products and/or services and otherwise fulfilling our agreement with you or a legal entity, including managing rights regarding returns and claims.</p> <p>If you have purchased our products, we process your personal data for the purpose of distributing the ordered products, managing our warehouse and packing products in accordance with the order, and enabling courier services to deliver and track the distributed packages.</p> |
| Categories of personal data | <p>We may process information such as your name, club association, clubhouse identifier, job position, email address, phone number, workplace, shipping address, meeting notes, correspondence, organization name, password, and subscription information.</p> <p>If we are shipping products to you we may process information about your name, club association, workplace, email address, phone number, billing address, shipping address, country, order information (product, camera identification), order value, and tracking ID (courier services).</p> <p>We may also process your tax ID, where you are located in Mexico, Brazil, or Argentina.</p>                            |

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| Legal basis | <p>Our legal basis for the processing is Article 6(1)(b) of the GDPR, when you purchase on your own behalf, as our processing is necessary for the performance of the contract concluded with you.</p> <p>Where you are acting as the contact person for your employer or another legal entity purchasing products or services or services from us, our legal basis for the processing is Article 6(1)(f) of the GDPR, as we have a legitimate interest in the processing of personal data necessary for the performance of the contract concluded with the legal entity.</p> |
| Recipients  | We share your personal data with courier services for them to handle the shipping of your order.                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Source      | We collect this information directly from you, or from the person carrying out the purchase and register you as the billing, shipping or customer contact.                                                                                                                                                                                                                                                                                                                                                                                                                    |

### 3.2. Veo User Account

*Personal data processed when you create and use a Veo user account.*

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| Purpose                     | <p>When you create a user account on the Veo platform, we process personal data for the purpose of providing our services to you as a user of the Veo platform, including giving you access to recordings, features, and tools available through your club's subscription.</p> <p>This includes letting you log in to our platform, our mobile applications, connecting you to cameras registered in the clubhouse(s) you are a member of, and initiating recordings. Where you register as a player, we process personal data to allow you to present yourself as a player and share your player profile.</p> |
| Categories of personal data | <p>When you sign up and create a user account we may information about your name, birth year, club association, email, IP address, password (hashed), permissions, phone number, recordings started, upload information (start, end, file size), and user ID.</p> <p>If you create a player profile, we may also process the following personal data to the extent you choose to provide it: description of you, GPA, height, weight, jersey number, picture, play style, preferred leg, preferred position, and any clips you have shared on your player profile.</p>                                         |
| Legal basis                 | Your personal data are processed based on Article 6(1)(b) of the GDPR, as it is necessary for us to fulfill the contract, we have concluded with you on the delivery of our services.                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Source                      | We collect your personal data directly from you.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

### 3.3. Administration of customers

*Personal data processed to administer your customer relationship with Veo.*

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| Purpose                     | <p>We process your personal data to handle customer orders, prepare contract material, and process sales, payments and refunds. We also process personal data to keep an overview of our sales statistics.</p> <p>Some personal data may be processed as part of the invoices, in which case we process the personal data for the purpose of complying with legal obligations.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Categories of personal data | <p>For this purpose we may process information such as your name, email address, phone number, workplace, job position, club association, clubhouse identifier, billing address, shipping address, country, order information (product, camera identification), order value, VAT number, tax ID (Mexico, Brazil, Argentina), tax information, outstanding balance, payment history (invoices, amount, order, etc.), transaction details (card holder, card issuer, amount, payment card type, expiry date, masked credit card number), subscription information, correspondence, meeting notes, event attendance, credit memo, support ID, opt-out registration, and tracking ID (courier services).</p> <p>Where you are the contact person of a customer who is a legal entity, some of the information above will relate to the legal entity and not you.</p> |
| Legal basis                 | <p>Our legal basis for the processing is Article 6(1)(b) of the GDPR, as the processing is necessary for the performance of the contract concluded with you. Where you are the contact person for a legal entity, our legal basis is Article 6(1)(f) of the GDPR, as we have a legitimate interest in administering the customer relationship.</p> <p>The personal data included in invoices is processed according to Chapter 4 of the Danish Bookkeeping Act, cf. Article 6(1)(c) of the GDPR, as we are legally required to store all bookkeeping material.</p>                                                                                                                                                                                                                                                                                               |
| Source                      | <p>We collect this information directly from you, or from the person carrying out the purchase on your behalf or on behalf of the legal entity for which you are registered as a contact person.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

### 3.4. Customer service and onboarding

*Personal data processed when you contact our customer support team or chatbot.*

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| Purpose                     | <p>When you contact us for the purpose of receiving support or onboarding to our platform, we process your personal data for the purpose of assisting you with your inquiry and documenting our correspondence or other contact with you.</p> <p>Where you book a call, we may also record the call. Please refer to the section regarding recording of phone calls.</p> |
| Categories of personal data | <p>When you reach out to us for onboarding or customer support, we process information about your name, email, clubhouse ID, club affiliation, content of correspondence, country, inquiry subject, meeting notes, organization, phone number, and job position/role in the organisation.</p>                                                                            |

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| Legal basis | Our processing is based on our legitimate interest in ensuring that our customers get the best possible customer support according to Article 6(1)(f) of the GDPR. |
| Source      | We receive the information directly from you, when you reach out to us.                                                                                            |

### 3.5. Sales and quotes

*Personal data processed when you book a sales call with or request a quote from Veo.*

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| Purpose                     | <p>At our website it is possible to book us for a call regarding purchase of our products and services or request a quote. As part of this, we process your personal data for the purpose of handling your request for a call or a quote.</p> <p>Where you book a call, we may also record the call. Please refer to the section regarding recording of phone calls.</p> |
| Categories of personal data | <p>When you reach out to us, we may process the following information about you: name, email, phone number, clubhouse ID (if you are already a customer), content of conversations, sport, country, inquiry subject,, organization, job position, originating source (e.g., the Veo website).</p> <p>If you book a call, we may also process meeting notes.</p>          |
| Legal basis                 | We process your personal data based on our legitimate interest in handling your request for a sales call or request for a quote, pursuant to Article 6(1)(f) of the GDPR. <b>You can object to direct marketing at any time by writing to <a href="mailto:privacy@veo.co">privacy@veo.co</a> or to the sales representative you have been in contact with.</b>           |
| Source                      | We collect this information directly from you, when you submit our contact form, request a quote, or book a call.                                                                                                                                                                                                                                                        |

### 3.6. Recording of phone calls

*Personal data processed when you book a call with us and we record the call.*

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| Purpose | <p>When you book a call with Veo, we will record the phone calls and thus process your personal data.</p> <p>When you book a call with a Veo Expert for the purpose of purchasing our products, we will record the phone call and process your personal data for the purpose of documenting any agreements made during the call.</p> <p>When you book a support or onboarding call, we record the call and process your personal data for the purpose of training our personnel and monitoring the quality of our customer support.</p> <p><b>Where the processing is carried out for training and quality monitoring purposes, you have the right to object to being recorded.</b></p> |
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|                             | If you wish to object to being recorded, please inform our employee at the beginning of the call. The calendar invitation you receive after booking the call will inform you about the purpose of the recording and, where applicable, the possibility to object to being recorded.                                                                                                                                            |
| Categories of personal data | We will process the recording of the call, including any statements you make during this call.                                                                                                                                                                                                                                                                                                                                 |
| Legal basis                 | <p>The processing of your personal data, when recording sales calls, is carried out based on our legitimate interest in documenting agreements made during the call, pursuant to Article 6(1)(f) of the GDPR.</p> <p>The processing for training and quality monitoring is based on our legitimate interest in ensuring that our customers get the best possible customer support pursuant to Article 6(1)(f) of the GDPR.</p> |
| Source                      | We collect your personal data directly from you.                                                                                                                                                                                                                                                                                                                                                                               |

### 3.7. Customer satisfaction

*Personal data processed to gather feedback on your experience with Veo.*

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| Purpose                     | We process personal data to receive feedback from our customers, in order to improve our services and train our customer support agents.                                                |
| Categories of personal data | For this purpose we may process information such as your name, email address, your customer satisfaction (CSAT) evaluation (score and comments), and the status of your support ticket. |
| Legal basis                 | We process your personal data based on our legitimate interest in monitoring and improving the quality of our customer support, pursuant to Article 6(1)(f) of the GDPR.                |
| Recipients                  | We may share this information with Trustpilot, where you have chosen to leave a review of your experience with us there.                                                                |
| Source                      | We collect this information directly from you, when you respond to a satisfaction survey or leave a review.                                                                             |

### 3.8. Development and improvement of products and services

*Personal data processed to develop and improve our products and services, when you use the Veo platform, our mobile applications, and Veo cameras.*

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| Purpose | When you use our platform and our mobile applications, we log your activity to understand how users navigate our services. This includes logging activity in our mobile applications, such as how many times recordings are watched, and logging activity in the Veo Go app, including which recordings users watch and start. |
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| Categories of personal data | We process the following information about you: access history, country, device ID, device information (battery, storage, etc.), device type, DMS (region), event user ID, first and last seen, IP address, language, mobile carrier, operating system, recording information (start time, end time), recordings watched, technical events (clicks, pages visited, etc.), time stamps, upload information (start, end, file size), user ID, user permissions, user role, and visit duration. |
| Legal basis                 | We process the above-mentioned personal data for the purpose of understanding how users navigate our platform and mobile applications in order to improve and develop our services pursuant to Article 6(1)(f) of the GDPR.                                                                                                                                                                                                                                                                  |
| Source                      | We collect your personal data from the device you are using to access our services.                                                                                                                                                                                                                                                                                                                                                                                                          |

### 3.9. Customer experience research

*Personal data processed when you participate in user research interviews or surveys.*

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|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Purpose                     | Veio processes personal data as part of our customer experience research. We process personal data to make a register of users who are interested in participating, to keep a register of participants in interviews and surveys, as well as to document and analyse the surveys and interviews in order to improve and develop our products and services.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Categories of personal data | <p>We will process information about your name, email, phone number, age group, country, sport, and role (e.g., player, coach, parent/legal guardian) for the purpose of making a register of users interested in participating in interviews and surveys.</p> <p>In addition to this information, we will process your survey or interview responses and the subject of the survey or interview, if you participate in a survey or interview.</p> <p>Some interviews will be carried out via a video call, whereas we will also process the video and audio recording of the interview, the written transcript of the recording, and any feedback, comments, or other contributions you provide during the interview.</p>                                                                                                                                                                                                              |
| Legal basis                 | <p>The legal basis for our processing of your personal data in relation to our register of possible participants is your consent pursuant to 6(1)(a). You may withdraw your consent at any time by sending an email to <a href="mailto:privacy@veio.co">privacy@veio.co</a>.</p> <p>If you have participated in a survey or interview, our legal basis for the processing in our register of participants as well as surveys and interviews carried out is our legitimate interest in developing and improving our services pursuant to Article 6(1)(f) of the GDPR.</p> <p>Where you participate in an interview that is video recorded the legal basis for the processing is Article 6(1)(b) of the GDPR, as the processing is necessary for the performance of the participation agreement concluded with you. Where you are under the age of 18, the agreement is entered into by your parent or legal guardian on your behalf.</p> |

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| Source    | We collect this information directly from you.                                                                                                                                                                                                                          |
| Retention | We delete the recordings of interviews within 6 months of completing your interview. The remaining personal data processed for this purpose is retained in identifiable form for up to 3 years from the date of the interview, after which it is anonymised or deleted. |

### 3.10. AI model training

*Personal data processed to train and improve the AI models behind our products.*

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| Purpose                     | We use data derived from match recordings to train, test, and improve the AI models that power our products and services. The purpose of this processing is to develop better analysis features and deliver improved services to our customers over time.                                                                                                                                |
| Categories of personal data | <p>We process the following personal data:</p> <p>Video recordings of sports matches and game events, including goals, free kicks, corners, and similar in-game actions.</p> <p>Our AI models analyze player movements and ball trajectories based on jersey numbers and positional data. We do not use biometric data such as facial recognition or gait analysis for this purpose.</p> |
| Legal basis                 | This information is processed based on our legitimate interest in using actual recordings from our product to deliver a better product to our customers and to develop new services according to Article 6(1)(f) of the GDPR.                                                                                                                                                            |
| Source                      | We collect this information from the legal or natural person who uploads the recording, in which you appear, to our platform.                                                                                                                                                                                                                                                            |

### 3.11. Security logging

*Personal data processed to log errors and security incidents across our platform and mobile applications.*

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| Purpose                     | We log usage, errors and security incidents across all of our mobile applications and our platform to be able to detect, prevent, investigate, and handle incidents and personal data breaches.                                                  |
| Categories of personal data | We process the following information: access history, IP-address, user ID, technical events (clicks, pages visited, etc.), time stamps, user permissions, user role, error cause, device information (battery, storage, operating system, etc.). |
| Legal basis                 | We process the above-mentioned personal data for the purpose of detecting misuse and ensuring the implementation of appropriate security measures according to Article 6(1)(f) of the GDPR.                                                      |
| Source                      | We collect this information from your devices and activities on our mobile applications and platform.                                                                                                                                            |

### 3.12. Administration of partners, resellers and suppliers

*Personal data processed to manage our partnerships, as well as reseller and supplier relationships.*

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| Purpose                     | <p>We process personal data to manage the contractual relationship with the legal person for which you have been appointed the contact person and to be able to contact you in this regard.</p> <p>Some personal data may be processed as part of issued or paid invoices, in which case we process the personal data for the purpose of complying with legal obligations.</p>                                                                             |
| Categories of personal data | <p>For this purpose we may process information such as your name, email address, phone number, job position, workplace, billing address, shipping address, correspondence, event attendance, and payment history (invoices, amount, order, etc.).</p>                                                                                                                                                                                                      |
| Legal basis                 | <p>Our legal basis for the processing is Article 6(1)(f) of the GDPR, as we have a legitimate interest in the processing that is necessary for the performance of the contract we have concluded with a supplier, partner or reseller.</p> <p>The personal data included in invoices is processed according to Chapter 4 of the Danish Bookkeeping Act, cf. Article 6(1)(c) of the GDPR, as we are legally required to store all bookkeeping material.</p> |
| Source                      | <p>We collect this information directly from you, or from the partner, reseller or supplier, you represent.</p>                                                                                                                                                                                                                                                                                                                                            |

### 3.13. Direct marketing

*Personal data processed to provide you direct marketing.*

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| Purpose                     | <p>If you sign up to receive our newsletter, or opt-in when you purchase our services, we process your personal data for the purpose of providing newsletters with content relevant to you, in accordance with your permissions. We also process personal data to ensure that we do not distribute newsletters to sanctioned countries.</p>                                                                   |
| Categories of personal data | <p>For this purpose we may process information such as your name, email address, ActiveCampaign ID, admin status, consent status, newsletter events (opened, clicked, etc.), purchase history, country, received content, and user status.</p> <p>If you are a user, customer or prospective customer, we may also process your club association, clubhouse membership, country, job position, and sport.</p> |



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| Legal basis | <p>If you sign up to our newsletter the legal basis for the processing is your consent, pursuant to Article 6(1)(a) of the GDPR. <b>You can withdraw your consent at any time by using the unsubscribe link in any newsletter email.</b> Withdrawing your consent does not affect the lawfulness of processing performed before the withdrawal.</p> <p>If you opt-in to receive the newsletter, when you make a purchase on our platform, our legal basis to process your personal data is our legitimate interest in sending you direct marketing that you have opted in to, pursuant to Article 6(1)(f) of the GDPR. <b>You can object to direct marketing at any time by using the unsubscribe link in any newsletter email.</b></p> <p>Where we process your personal data to ensure that we do not distribute newsletters to sanctioned countries, our legal basis is our legitimate interest in complying with applicable trade sanctions, pursuant to Article 6(1)(f) of the GDPR.</p> |
| Source      | We collect this information directly from you, when you sign up to receive our newsletter.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

### 3.14. Branding on social medias

*Personal data processed to brand Veo on social media.*

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| Purpose                     | The purpose of processing personal data in connection with our social media presence is to brand our organisation in relation to our products and services, as well as our organisation as a workplace. Where clubs or players choose to upload a clip from a recording to be shared on our social media channels, including Veo Moments and People's Puskas, we process personal data for the purpose of branding our organisation using that clip. |
| Categories of personal data | <p>For this purpose we may process your club association and the video recording which have been shared with us, in which you appear.</p> <p>Where we brand our partnerships or make specific news articles, we may also process your name, job position, workplace, picture, and statements.</p>                                                                                                                                                    |
| Legal basis                 | We process the above-mentioned personal data based on our legitimate interest in branding our organisation, pursuant to Article 6(1)(f) of the GDPR, where you or someone else have shared a clip with us for publication, or where you otherwise participate in our branding as a partner, coach, spectator, or player.                                                                                                                             |
| Recipients                  | We share this information publicly on the social media platforms on which we publish the content, including Facebook (Meta), Instagram (Meta), LinkedIn, TikTok, and YouTube (Google).                                                                                                                                                                                                                                                               |
| Source                      | We collect this information directly from you, or from the club or organisation you are affiliated with.                                                                                                                                                                                                                                                                                                                                             |

### 3.15. When you visit our website

*Personal data processed through cookies and similar tracking technologies on our website and platform.*

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| Purpose                     | When you use our website or platform, and depending on which cookies you consent to, we process personal data regarding your behaviour through the use of cookies and similar tracking technologies. We do this to optimise our marketing content, track the performance of marketing material, carry out website statistics, understand how to develop and improve our website, and forward events to our advertising partners. The purpose of each cookie is described in our cookie consent pop-up. |
| Categories of personal data | For this purpose we may process information such as your IP address, country, browser type, device type, device model, and operating system, together with search terms used on our website, your geographic area, and other website events (visited pages, clicks, etc.).                                                                                                                                                                                                                             |
| Legal basis                 | We process your personal data based on your consent, pursuant to Article 6(1)(a) of the GDPR. As an exception, we process personal data in connection with strictly necessary cookies based on our legitimate interest in operating and maintaining our website, pursuant to Article 6(1)(f) of the GDPR.                                                                                                                                                                                              |
| Source                      | We collect this information from your device through your use of our website and platform.                                                                                                                                                                                                                                                                                                                                                                                                             |
| Retention                   | The retention period for each cookie follows that cookie's individual storage period, which is available in the cookie consent pop-up.                                                                                                                                                                                                                                                                                                                                                                 |

### 3.16. Joint controllership with social medias

*Personal data shared with social media platform providers*

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| Purpose                     | <p>We use customer data to build audience lists, which we share with our advertising partners. We do this to exclude our existing customers from seeing our advertisements, and to help our advertising partners identify new potential customers with similar characteristics to our existing customer base.</p> <p>We have also created company pages on different social media accounts, and created plug-ins to these pages on our website. Your personal data is collected by the social media platform providers as part of the plug-in integration.</p> |
| Categories of personal data | <p>For this purpose we may process the same categories of information as described above: your country, device ID, device model, email address, your inferred interests, IP address, operating system, technical events (clicks, pages visited, etc.), and visit duration.</p> <p>If you contact us via our company pages on social media platform, we may also process your name, email address, and content of your inquiry.</p>                                                                                                                             |

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| Legal basis | We process the above-mentioned personal data based on our legitimate interest in marketing our organisation, ensuring that our advertisements are shown to individuals who are most likely to find them relevant, and in avoiding showing advertisements to individuals who are already our customers, pursuant to Article 6(1)(f) of the GDPR.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Recipients  | <p>We have concluded joint controller agreements with the social media platform providers to regulate the processing of personal data for which we are joint controllers. The joint controller agreements and the privacy notices of the social media platform providers are available here:</p> <p>Meta Ireland:<br/> Facebook's data policy is available <a href="#">here</a><br/> Instagram's privacy policy is available <a href="#">here</a><br/> Joint controller addendum is available <a href="#">here</a></p> <p>LinkedIn:<br/> LinkedIn's privacy policy is available <a href="#">here</a><br/> Joint controller addendum is available <a href="#">here</a></p> <p>Google Ireland:<br/> Youtube's privacy policy is available <a href="#">here</a><br/> Controller-Controller data protection terms is available <a href="#">here</a></p> <p>TikTok:<br/> TikToks privacy policy is available <a href="#">here</a><br/> Joint controller addendum is available <a href="#">here</a></p> |
| Source      | We collect this information from our other internal systems, including those described elsewhere in this privacy notice.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

#### 4. RECIPIENTS

We may share your personal data with service providers engaged by us to process personal data on our behalf, including providers of marketing management systems, customer support management systems, cloud infrastructure providers, AI providers, etc.

Your personal data may be transferred to third countries outside the EU/EEA in this connection, for example where we use such service providers. Any such transfer takes place on the basis of the European Commission's adequacy decisions, pursuant to Article 45 of the GDPR, or the Commission's Standard Contractual Clauses, pursuant to Article 46 of the GDPR.

We may also disclose your personal data to public authorities, regulatory bodies, law enforcement agencies, or courts in the following circumstances:

- Where we are required to disclose personal data under applicable law, including by binding court order, statutory obligation, or enforceable request from a competent authority acting within its legal powers, we will comply with that obligation. The legal basis for such disclosure is Article 6(1)(c) of the GDPR (compliance with a legal obligation).
- Where it is necessary to disclose personal data to establish, exercise, or defend legal claims, including in connection with disputes, legal proceedings, or the enforcement of our contractual rights, the legal basis is Article 6(1)(f) of the GDPR (our legitimate interest in protecting and enforcing our legal rights).
- Suspected criminal activity. Where we have reasonable grounds to suspect that a criminal offence has been committed in connection with the use of our products or services, we may disclose relevant personal data to law enforcement authorities. The legal basis is Article

6(1)(f) of the GDPR (our legitimate interest in preventing and reporting crime). We will only make such disclosures where there is a specific and substantiated reason to do so.

In all cases, we will only disclose the personal data that is strictly necessary for the specific purpose of the disclosure. We do not disclose personal data to authorities beyond what is required or permitted under applicable law.

## 5. STORAGE PERIODS

Depending on the specific processing activity we will store your personal data as long as necessary for the purpose of the specific processing activity after which it will be either deleted or anonymised.

Where you object to the processing, and the objection fulfills the requirements of the GDPR, or where you withdraw your consent, where the processing is based on consent, we will stop processing your personal data for that purpose, and delete it if it is not necessary for other purposes.

## 6. YOUR RIGHTS

The GDPR affords you the rights set out in this Section in relation to our processing of your personal data. The rights may be subject to certain conditions or restrictions depending on the specific circumstances of our processing.

- You have the right to request access to your personal data, which includes obtaining specific information about how we process your personal data, and receiving a copy of such personal data.
- You have the right to request rectification, meaning that you can have inaccurate personal data rectified and have incomplete personal data completed.
- You have the right to be forgotten, meaning that you under certain conditions can request that we erase your personal data, e.g., if the personal data are no longer necessary for the purpose for which we are processing them.
- You have the right to have the processing of your personal data restricted depending on specific circumstances, e.g. while we are clarifying the accuracy of the personal data.
- You have the right to data portability, meaning that you can request to receive personal data you have provided to us yourself, which are processed based on your consent, in a structured, commonly used and machine-readable format. You can also request that we transfer it directly to another controller.
- You have the right to object, meaning that you can object to our processing of your personal data due to your particular situation, when our processing is based on our legitimate interest, pursuant to Article 6(1)(f) of the GDPR.
- **You in particular and without limitation have the right to object to our processing of your personal data for direct marketing purposes.**
- You also have the right to withdraw your consent, where our processing is based on your consent, pursuant to Article 6(1)(a) of the GDPR. Withdrawing your consent does not affect the lawfulness of processing performed before the withdrawal.

If you wish to exercise your rights or have any questions regarding our processing of your personal data, you can contact us at [privacy@veo.co](mailto:privacy@veo.co).

You have the right to file a complaint with the supervisory authority in the country where you are residing. You can find a list of all supervisory authorities within the EU/EEA [here](#).

You can also file the complaint in Denmark where Veo is established. In that case the relevant supervisory authority is the [Danish Data Protection Agency](#).

## **7. UPDATES TO THIS PRIVACY NOTICE**

We may, and reserve the right to, update this privacy notice from time to time. The newest version will replace all previous versions.

*Last updated: 13.08.2026*