

Privacy Policy

Last updated: 2026-02-28

At FugeMads ApS (“FugeMads” or “we”), data protection and confidentiality is a high priority. This privacy policy sets out clear guidelines for how FugeMads processes your personal data. Further, we explain how we use the personal data that you leave and/or provide when you visit our website and use the various services on the website. This Privacy Policy may be updated at any time, and the latest version is always available on our website.

1. Data controller and contact information

This website is operated and owned by:

FugeMads ApS

Kirkevej 46, 4872 Idestrup, Denmark

Company no. (CVR): 45750418

Telephone: +45 22 51 51 75

Email: hello@fugemads.com

2. Collection of personal data, purpose, and lawfulness of processing

When you use our website and/or one of our services, personal data about you may be collected. The personal data collected by us may include your name, email address, telephone number, company name, and similar identification data, as well as information about your enquiry or project.

The collection of your personal data as well as the purpose and the lawfulness of processing is based on one or more of the following:

When you submit an enquiry via our contact form

The purpose of collecting your personal data is to respond to your enquiry and follow up on potential collaboration. The applicable law for the collection and processing is the General Data Protection Regulation, article 6(1)(b) (performance of a contract or pre-contractual measures) and article 6(1)(f) (our legitimate interest in responding to enquiries).

When you sign up for the FugeMads newsletter

The purpose of collecting your personal data is to send you newsletters about new colour technologies, products, and company updates. The applicable law for the collection and processing is the General Data Protection Regulation, article 6(1)(a) (your consent).

When you contact us by email or telephone

The purpose of collecting your personal data is to be able to respond to your request and send you information, samples, or proposals as requested. The applicable law for the collection and processing is the General Data Protection Regulation, article 6(1)(b) or article 6(1)(f).

Please note that we will only use your personal data to send marketing material if you have previously given your explicit consent, unless legislation allows us to contact you without your prior consent.

3. Transfer to other data controllers

In general, we do not transfer your personal data to a third party without your consent.

Under specific circumstances and with reference to legislation, it may be necessary to transfer information to public authorities. For example, information may be disclosed in relation to tax or accounting obligations.

In the case of a reorganisation, full or partial sale of the company, any disclosure in such a connection will be in accordance with current legislation for the processing of personal data.

4. Disclosure to data processors

Your personal data may be disclosed to partners of FugeMads who deliver services on behalf of FugeMads. These partners only process personal data on behalf of FugeMads and in accordance with our instructions. Our data processors include:

Webflow Inc. — hosting of our website. Data may be stored on servers in the USA and EU. Webflow participates in the EU-US Data Privacy Framework.

Mailchimp (Intuit Inc.) — distribution of newsletters. Data is stored in the USA. Mailchimp participates in the EU-US Data Privacy Framework.

We have entered into data processing agreements with our data processors to ensure that your personal data is processed in accordance with the GDPR.

5. Transfer to third countries

Certain of our data processors store data in the USA. The transfer is based on the European Commission's adequacy decision regarding the EU-US Data Privacy Framework or on the European Commission's standard contractual clauses.

6. Deletion of personal data

We will delete your personal data when we no longer need to process them in relation to one or more of the purposes set out above. However, the data may be processed and stored for a longer period in anonymised form.

Contact form enquiries are stored for as long as necessary to handle the enquiry, and deleted thereafter unless a commercial relationship has been established that justifies continued storage.

When unsubscribing from our newsletter, you will immediately be unsubscribed; however, documentation for your original consent will be stored for up to 2 years.

Financial data related to invoicing will be stored for up to 5 years after the end of the financial year in which the transaction took place, in accordance with the Danish Bookkeeping Act.

7. Cookies

We use cookies on our website. You can read more about the use of cookies in our Cookie Policy, which is available on our website.

8. Security

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

9. Your rights

You are at any time entitled to be informed of the personal data about you that we process, subject to certain legislative exceptions. You also have the right to object to the collection and further processing of your personal data. Furthermore, you have the right to have your personal data rectified, erased, or blocked. Moreover, you have the right to receive information about you that you have provided to us and the right to have this information transmitted to another data controller (data portability).

10. Withdrawal of consent

You may, at any time, withdraw any consent you have given and we will delete your personal data unless we can continue the processing based on another legal basis. If you wish to withdraw your consent, please contact us at contact@fugemads.com or +45 22 51 51 75.

11. Links to other websites

Our website may contain links to other websites or to integrated sites. We are not responsible for the contents of the websites of other companies or for the practices of such companies regarding the collection of personal data. When you visit other websites, you should read the owners' policies on the protection of personal data and other relevant policies.

12. Amendment of data

If you want us to update, amend, or delete the personal data that we have recorded about you, wish to get access to the data being processed about you, or if you have any questions concerning the above guidelines, you may contact us at contact@fugemads.com or +45 22 51 51 75.

You may also write to us at:

FugeMads ApS

Kirkevej 46, 4872 Idestrup, Denmark

13. Complaints

If you wish to appeal against the processing of your personal data, please contact us by email or telephone as indicated above. You may also contact the Danish Data Protection Agency (Datatilsynet):

Carl Jacobsens Vej 35, 2500 Valby, Denmark

www.datatilsynet.dk