

### 3. Processing activities

Below you will find a description of the purpose of processing your personal data, the categories of personal data we process about you, the legal basis on which the processing is based, as well as the data retention periods.

| Purposes of processing  | Categories of personal data   | Legal bases for processing  | Data retention  |
|---|---|---|---|
| <p><b>Marketing and communications</b></p> <p>You can get in touch with us via our contact information.</p> <p>After signing up for it, we can send you our newsletter.</p>   | <p>We process: Name, email address, company, country, business areas and your inquiry.</p>  | <p>We obtain permission under Section 10 of the Marketing Practices Act.</p>  | <p>We retain personal data for newsletter distribution only for as long as we have valid consent to do so and for a period of two years following that based on the limitation. of claims under the Marketing Practices Act.</p>  |
| <p>Ensuring functionality and analyses of the website as well as marketing purposes</p> <p>We ensure the website's smooth operation and security, monitor usage statistics and visitor activity, and carry out analyses based on data collected through cookies and similar technologies.</p> <p>Moreover, we use cookies and similar technologies for marketing purposes to track visitors across websites</p> | <p>We process: IP address, technical and diagnostic data about the device and the service (e.g., device model, operating system, browser), connection and log data (e.g., log-ins, session time, error messages), telecommunications data (e.g., connection, location, usage and traffic data within the limits of applicable law), analytics data (e.g., browsing behaviour, clicks), necessary cookies for technical purposes, cookies for improving services and user experience, and cookies for marketing and content targeting.</p> | <p>We obtain your consent for preferences, statistics and marketing cookies, cf. Section 3 of the Danish Executive Order on Cookies.</p> <p>We rely on legitimate interests when the processing is necessary to ensure the website's technical functionality, operation, and security (necessary cookies), cf. Article 6(1)(f) of the GDPR.</p> | <p>Our cookie notice available at our website contains detailed information on retention of the cookies placed. Please find this information our website: <a href="#">Cookie information   MAKEEN Energy</a></p> <p>IP addresses used in connection with setting cookies for statistical and marketing purposes are stored for a period of up to 12 months after the cookie has been saved on the visitor's hard drive.</p> |
| <p><b>Image branding and marketing on SoMe</b></p> <p>We are present on different social media channels to increase visibility, strengthen our brand identity, and engage actively with our target audience.</p>  | <p>Your IP address and information you have made available through settings on platforms such as Facebook, LinkedIn, and Youtube, your reactions to our posts and any sharing thereof, as well as any comments you leave on our posts.</p>  | <p>We rely on our legitimate interest in making content available on social media to users who have chosen to follow or comment on MAKEEN for the purposes of image branding and marketing in accordance with Article 6(1)(f) of the GDPR.</p>  | <p>The personal data are deleted when the post on the channel is removed, or when you choose to withdraw your reaction to our post (such as a like or share).</p>   |