
Privacy Notice

Amphi Systems (hereinafter “Company”, “we”, “us”, “our”) are committed to protecting your personal information and your right to privacy. If you have any questions about our practices with regard to your personal data, please contact info@amphisystems.com.

This privacy notice describes what personal information we collect through your use of our website and any product demonstration software to which you are granted access, how it is used and your rights in relation to it. Guidelines for our processing of personal data are founded in the General Data Protection Regulation (EU) 2016/679 (GDPR) and the Danish data protection law (dk: Databeskyttelseslov).

This privacy notice applies to all information collected through www.amphisystems.com and related services including product demonstration websites.

1. Data Controller

The legal entity responsible for processing your personal information is:

Amphi Systems A/S
Hasserisvej 125
9000 Aalborg
CVR-nummer: 36919515

All contact regarding the processing of your personal information, including requests to exercise your rights should be directed to the data controller either by mail to the address above, or by email to info@amphisystems.com.

2. What information do we collect?

We collect both personal information you disclose to us. We collect personally identifiable information, but do not collect special category or sensitive personal data.

Personal information you disclose to us

We collect personal information that you voluntarily provide to use when registering to express an interest in obtaining information about us or our products and services, when using our services or otherwise contacting us.

The information we collect may include first and last names, email addresses, company/healthcare institution name, phone numbers and other similar data.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

3. How do we use your information

We process your information for the following purposes:

- To reply to your contact respond to inquiries and offer support to users
- To protect our services, including monitoring web traffic for fraud monitoring and prevention.

4. Lawful basis for processing

We process your personal information based on the following lawful basis:

- Our legitimate business interests: we may process your data when it is reasonably necessary to achieve our legitimate business interests
- Fulfillment our contract with you: where we have entered into a contract with you, we may process your personal information to fulfill its terms.

- Compliance with legal obligations: we may disclose your information where we are legally required to do so in order to comply with applicable law, government requests, a judicial proceeding, court order, or other legally binding process.
- Your consent: We may process your data if you have given us specific consent to use it for a specific purpose.

5. Do we share your information with anyone?

We only share information with your consent, to comply with laws, to protect your rights or to fulfill our contractual obligations with you.

Unless described in this notice, we do not share, sell, rent or trade your information with third parties for any purpose.

6. How long do we keep your information?

We store your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless expressly required by law.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

7. Your rights

Under the GDPR, you have the following rights as pertain to your personal data:

1. *Right to be informed*

The Company has an obligation to inform you that we collect and process your personal information. This obligation is fulfilled by this privacy notice.

2. *Right of access*

You have the right to obtain a confirmation from us that we are processing your personal data, a copy of your personal data and additional information including the source of the information, the purpose and lawful basis for processing. The additional information is included in this privacy notice.

3. *Right to rectification*

If you think that the personal information about you that we are processing is incorrect or inaccurate, you have the right to correct or supplement this information to ensure their correctness.

4. *Right to erasure (Right to be forgotten)*

You have the right to have your personal information erased, if they are no longer necessary to fulfill the purpose for which it was collected. You can also request that your personal information is erased if you believe that they are processed in contravention of relevant legislation.

5. *Right to restrict processing*

The Company will consider any request as quickly as possible, and while we do so you have the right to limit the processing of your personal information such that we only store but not process while we investigate your request.

6. *Right to data portability*

For information where the lawful basis is consent or fulfillment of a contract, you have the right to receive a copy of your personal information from us, or to have this information transmitted directly to another data controller.

7. *Right to object*

In some situations we process personal information based on our legitimate business interests. You have the right to object to such processing if you believe that your personal situation means that your interest in the processing is terminated, is more important than our interest in processing the information.

8. *Rights related to automated individual decision-making and profiling*

You have the right to challenge automated decisions and profiling where this is undertaken. However, the company does not make any automated individual decisions or engage in profiling.

Additionally, you have the right to complain about the processing of your personal information by contacting your local data protection supervisory authority. In Denmark, the authority is Datatilsynet, who can be contacted at dt@datatilsynet.dk. You should be aware that these rights are associated with certain conditions or limitations, which may mean that your request is not met. If you wish to exercise your rights, you can contact the Company and we will process your request as soon as possible, and at the latest within 1 month from receiving the request. In special situations, for example for highly complex requests, the period for our response may be extended up to 2 months. In such situations, the Company will notify you with a justification for the extension.

Where processing of your personal information is based on your consent, you may withdraw your consent at any point in time and require that information processed under this basis be deleted. Your personal information may continue to be processed if it is done so under another lawful basis.

8. Data Protection

We endeavour to protect your personal information through a series of technical and organizational security measures.

9. Data Breach

A privacy breach occurs when there is unauthorized access to or collection, use, disclosure or disposal of personal information. The Company will notify you of any data breaches where we believe you are likely to be at risk or serious harm, including for example serious financial harm or harm to your mental or physical well-being. The Company maintains a written procedure for handling data breaches in compliance with the GDPR.

10. Updates to this policy

From time to time, this policy may be updated and we will always provide the most recent version of this policy on our website. If significant changes are made, we may notify you by prominently posting a notice of such changes or by directly sending a notification of changes.