



March 2017

Confidentiality and data protection policy

Purpose of collecting customer data

Matas collects data about the purchasing behaviour of the members of Club Matas, the company's loyalty and members' programme, with a view to presenting members with better and more relevant offers based on their individual purchase history and member platform click behaviour.

Collection of customer data

Upon registration, members submit basic information such as their name, mobile number, e-mail, date of birth and preferences in respect of a number of areas, including health, make-up, skin care, baby care, etc. At the same time, the member authorises Matas to collect data.

Based on the customer's consent, Matas records information about the customer's Club Matas membership card purchases in Matas stores and Club Matas partner shops, the member's activity in connection with newsletters and its behaviour on the website and the Club Matas app. Matas uses this information to target its communication with the member so that the member receives the most relevant membership benefits and offers. The information is used only for marketing purposes and is not disclosed to businesses or persons outside Matas without the member's consent.

Internal and third party marketing

Upon joining Club Matas, the member also authorises Matas to send e-mails containing offers from Matas and Club Matas partners, tips and competitions and invitations to local store events based on the member's preferences and purchasing behaviour. Members can also sign up to receive the Matas advertising circular online.

Processing, verifying and correcting personal data

Any member data collected and stored will only be corrected or changed if so required by the member, for instance in connection with a change of name or a change of address and a resulting affiliation with a new local store.

The data is used by correlating sources against each other. Information about, for instance, age group and purchase history for a given product group gathered from Matas stores, the Club Matas website, Matas.dk and the Club Matas app is collected with a view to customising offers so that members receive the most relevant membership benefits and offers.

Third parties with access to personal data

Only third parties classified as technical business partners in relation to Matas's data infrastructure can obtain access to personal member data. Each such data infrastructure partner signs a data processing agreement subject to a strict governance regime to ensure that business partners only access the data when performing technical work for Matas.



Security

Matas operates a security policy with strict rights management to ensure that only specially designated individuals have access to specific, individual member data.

With a view to preventing unauthorised access to data or an actual cyberattack, Matas always employs the latest network security technology, two factor authentication of privileged external access and distinct network segmentation.

In addition, Matas employs independent external security providers to perform regular network penetration testing from external touchpoints to verify that Matas's security systems work as intended.

Permanent deletion of member data

Members have a right of access to personal data held about them and a right to ask for such data to be corrected or deleted if it is incorrect, incomplete or irrelevant. Any member who wishes to exercise this right should contact Customer Service or execute the change by way of self-service through their personal clubmatas.dk profile. Customers may thus also invoke their "right to be forgotten", which implies that the customer's personal data is deleted, while his/her purchase history data is anonymised by deleting the link to the customer's identity.