

## Processing of your personal data for marketing communications

This document describes how Visiopharm processes personal data in connection with newsletters, marketing communications, event invitations, and related engagement tracking. The information below supplements Visiopharm's Privacy Policy and explains the purposes, legal bases, retention periods, and transfers associated with these processing activities.

Processing activity	Personal data	Purpose	Legal basis	Retention period	Transfers
Newsletter subscription	Name, email address, company name, job title and any other information provided by the subscriber	We will store and use this information to send newsletters and other marketing communications that the individual has requested to receive. We may also use this information for administration purposes, including internal reporting.	The legal basis is the individual's consent, cf. GDPR Article 6(1)(a).	Personal data will be retained until consent is withdrawn or for up to 24 months after the latest interaction, whichever occurs first, unless a longer retention period is required by law.	The service is hosted by HubSpot in Ireland. HubSpot acts solely on our behalf and according to our instructions and may not use the information for its own purposes. HubSpot may process data on our behalf in accordance with applicable data processing agreements.
Event invitations	Name, email address, company name, job title and any other information relevant to the relationship with the individual	We will use this information to send invitations to relevant events, webinars, academy classes, and similar activities. We may also use this information for administrative purposes, including internal reporting.	The legal basis is the individual's consent and/or Visiopharm's legitimate interests in maintaining communications with customers and prospects, cf. GDPR Article 6(1)(a) and Article 6(1)(f).	Personal data will be retained for up to 24 months after the latest interaction between the individual and Visiopharm, unless a longer retention period is required by law.	The service is primarily hosted by HubSpot in Ireland. Where necessary to conduct an event, data may be shared with event providers acting as processors on our behalf and according to our instructions.
Email engagement tracking	Email address, newsletter interactions, email opens, link clicks, subscription preferences and engagement history	We collect information about how individuals interact with our newsletters and marketing emails, including whether emails are opened and links are clicked. We use this information to measure the performance of our communications, understand subscriber engagement, improve the	The legal basis is consent and/or Visiopharm's legitimate interests in measuring and improving communications, subject to applicable local legal requirements, cf. GDPR Article 6(1)(a) and Article 6(1)(f).	Engagement data will be retained for up to 24 months after the latest interaction between the individual and Visiopharm, unless a longer retention period is required by law.	Email engagement data is processed through HubSpot in Ireland. HubSpot acts solely on our behalf and according to our instructions.

		relevance of our content, support internal reporting, and enhance our marketing activities.			
Subscription management and preference centre	Name, email address, subscription status, consent records, communication preferences, date and source of consent	We process this information to manage subscriptions, record consent, maintain suppression lists, honour opt-out requests, and demonstrate compliance with applicable data protection legislation.	The legal basis is consent, legal obligation, and legitimate interests, cf. GDPR Articles 6(1)(a), 6(1)(c), and 6(1)(f).	Consent records and suppression information may be retained for as long as necessary to demonstrate compliance with legal requirements.	The service is hosted by HubSpot in Ireland and any associated systems used to maintain consent records.

If you have any questions, please contact Visiopharm by sending a message to [privacy@visiopharm.com](mailto:privacy@visiopharm.com) or by sending a letter to Visiopharm A/S, Agern Allé 24, DK-2970 Hørsholm, Denmark