

Privacy Policy

Last updated: October 2026

This policy explains how OneNine Consulting Group A/S collects and uses personal data when you visit our website, contact us or register for one of our events. We process personal data in accordance with the EU General Data Protection Regulation (GDPR) and the Danish Data Protection Act (databeskyttelsesloven).

1. Who is responsible

The data controller is:

OneNine Consulting Group A/S

Birkedommervej 27, Stuen

2400 København NV, Denmark

CVR: 45847373

Email: hello@onenineadvisory.com

Please send any question about privacy to the email address above.

2. What personal data we collect

We collect the following personal data directly from you:

- **Contact information** (name, email, phone and your message) when you submit a contact form or reach out to us directly.
- **Event registration data** (full name, work email address, company, job title, the time of your registration and your consent) when you sign up for one of our events.
- **Business contact data** in our CRM system: the data above, your participation in our events and our interactions with you, such as meetings and emails.
- **Technical data** such as IP address, device and browser type when you visit our website.

We do not ask for sensitive personal data, such as information about health or political opinions.

3. Purposes, legal basis and retention

The table shows why we use your personal data, on which legal basis, and how long we keep it.

Purpose	Legal basis	How long we keep the data
Answering your inquiries	Legitimate interest, Art. 6(1)(f) GDPR, or steps before a contract, Art. 6(1)(b)	As long as needed to handle your inquiry. If we stay in contact, the rules for business contacts below apply.
Registering you for our events and running them	Consent, Art. 6(1)(a)	Registration data in Google Sheets is deleted no later than 6 months after the event, once it has been transferred to Salesforce.
Keeping you as a business contact in our CRM system (Salesforce)	Legitimate interest, Art. 6(1)(f)	As long as we have a business relationship with you. We review our contacts regularly and delete contacts we have had no interaction with for 3 years.
Inviting you to future events by email	Consent, Art. 6(1)(a), and § 10 of the Danish Marketing Practices Act (markedsføringsloven)	Until you withdraw your consent. After that we keep only what we need to respect your choice.

Purpose	Legal basis	How long we keep the data
Running and securing our website	Legitimate interest, Art. 6(1)(f)	Only for a short period, for security and troubleshooting.
Cookies and analytics	Consent, Art. 6(1)(a)	See our Cookie Policy.
Complying with legal obligations	Legal obligation, Art. 6(1)(c)	As long as the law requires.

Our legitimate interests are to answer people who contact us, to build and maintain business relationships with the companies and people we meet, and to keep our website secure. For this we only use work-related contact details, and we believe you can reasonably expect it after contacting us or attending one of our events. You can object at any time, see section 8.

4. Event registrations

When you register on our event registration page, the form sends your name, work email, company and job title directly to OneNine's Google Workspace account, where the registration is stored in a Google Sheet. We then transfer the registrations to our CRM system, Salesforce, where we manage the guest list and keep you as a business contact. Only OneNine employees who need the data for their work have access.

You need to provide your name, work email, company and job title and tick the consent box to register. Without them we cannot register you. We will only invite you to future events if you give us your separate consent, for example in your confirmation email or at the event. Your registration does not depend on it.

The registration page does not use cookies, analytics or tracking, and it does not load content from third parties. We do not use automated decision-making or profiling.

5. Who receives your data

We use the following service providers. They process personal data only on our instructions and under a data processing agreement with us:

- **Google Workspace**, provided by Google Cloud EMEA Limited, 70 Sir John Rogerson's Quay, Dublin 2, Ireland: email, document storage, Google Sheets and the script that receives event registrations.
- **Salesforce**, provided by Salesforce, Inc. and its affiliates: our CRM system for business contacts, guest lists and invitations.
- **Our website hosting provider**, which runs our website.
- **Cookie and analytics providers**, as described in our Cookie Policy.

We may also share personal data with public authorities, courts or our professional advisers (such as lawyers and auditors) when the law requires it or when it is necessary to establish, exercise or defend legal claims. We do **not** sell your data, and we do not share it with third parties for their own marketing purposes.

6. Transfers outside the EU/EEA

Google and Salesforce are global providers. Your data may be stored or accessed in countries outside the EU/EEA, including the United States, for example by their support and security teams or their sub-processors. We only allow such transfers when they are protected by at least one of these safeguards:

- the European Commission's adequacy decision for the EU-U.S. Data Privacy Framework, under which Google LLC and Salesforce, Inc. are certified,
- the EU Standard Contractual Clauses (Commission Implementing Decision (EU) 2021/914), which are part of our data processing agreements with Google and Salesforce,
- for Salesforce, also its Binding Corporate Rules for processors, approved by EU data protection authorities.

You can ask us for a copy of these safeguards at hello@onenineadvisory.com.

7. How we protect your data

We use technical and organisational measures that fit the risk of the processing. Access is limited to employees who need the data for their work and is protected by personal logins. Our providers encrypt data in transit and at rest.

8. Your rights

Under the GDPR you have the right to:

- Access your personal data and receive a copy (Art. 15).
- Have incorrect data corrected (Art. 16).
- Have your data deleted (Art. 17).
- Restrict our processing (Art. 18).
- Receive your data in a portable format (Art. 20).
- Withdraw your consent at any time (Art. 7(3)). This does not affect processing that took place before you withdrew it.

Your right to object (Art. 21 GDPR)

You can object at any time to processing based on our legitimate interest, for example being kept as a business contact in our CRM system. We will then stop, unless we have compelling legitimate grounds or need the data for legal claims. You can always object to direct marketing, and we will then stop it at once.

To use your rights, email us at hello@onenineadvisory.com. It is free of charge. We answer within one month and may ask you to confirm your identity first.

9. Complaints

If you are unhappy with how we handle your personal data, please contact us first, so we can try to solve it. You can also complain to the Danish Data Protection Agency:

Datatilsynet

Carl Jacobsens Vej 35, DK-2500 Valby
dt@datatilsynet.dk • +45 33 19 32 00 • www.datatilsynet.dk

10. Cookies

Our website uses cookies to ensure functionality and to analyze traffic. When you visit the site for the first time, you will be asked to accept or decline cookies. You can change or withdraw your consent at any time. See our Cookie Policy for details.

11. Changes

We may update this policy from time to time. The latest version will always be available on this page, and the date at the top shows when it was last changed.