



## Privacy Policy for DSB's Social Media

Version 27.06.2025

This privacy policy applies to DSB's processing of personal data collected via DSB's profiles or pages on social media.

### Joint Data Responsibility

DSB and the respective social media provider are joint data controllers for the processing of personal data collected during your visit to DSB's profile or page on the respective social media platform.

### DSB's Information

DSB

Telegade 2, 2630 Taastrup

CVR No.: 25050053

### DSB's Contact Information

Phone: 70 13 14 15

Email: [kundehenv@dsb.dk](mailto:kundehenv@dsb.dk)

DSB's Data Protection Officer can be contacted at:

Email: [DPO@dsb.dk](mailto:DPO@dsb.dk)

DSB has profiles or pages on the following social media platforms:

- **Facebook (Meta Platforms Inc.)**  
Meta's privacy policy can be found [here](#).  
Adjust your privacy settings [here](#).  
Exercise your rights [here](#).
- **Instagram (Meta Platforms Inc.)**  
Meta's privacy policy can be found [here](#).  
Adjust your privacy settings [here](#).  
Exercise your rights [here](#).
- **X (Formerly known as Twitter)**  
X's privacy policy can be found [here](#).  
Adjust your privacy settings [here](#).  
Exercise your rights [here](#).
- **LinkedIn (LinkedIn Ireland Unlimited Company)**



LinkedIn's privacy policy can be found [here](#).

Adjust your privacy settings [here](#).

Exercise your rights [here](#).

- **YouTube (Google Inc.)**

Google's privacy policy can be found [here](#).

Adjust your privacy settings [here](#).

Exercise your rights [here](#).

- **Snapchat (Snap Inc.)**

Snapchat's privacy policy can be found [here](#).

Learn how to adjust your privacy settings [here](#).

Exercise your rights [here](#).

- **TikTok (TikTok Ireland and TikTok UK)**

TikTok's privacy policy can be found [here](#).

Learn about your rights and choices [here](#).

## **Collection of Personal Data**

During your visit to or interaction with our profiles or pages on social media, the social media provider and DSB may process the following personal data about you:

- Information available on your profile, which may include your name, age, phone number, gender, marital status, workplace, interests, job experience, friends, photos, and city.
- Photos and videos containing personal data that you send to us or share on our pages via messages or events on social media.
- Whether you "like" or use other reactions on our profiles, pages, or posts.
- Comments you leave on our posts, live videos, or send via private messages.
- That you have visited our profile or page.

## **Purposes of Processing**

DSB processes your data for the following purposes:

- Improving our products and services, including our profiles and pages on social media.
- Analysis and statistics.



- Communicating with you if you comment on a post, leave a review, or send us a message.
- Advising you and answering your questions either directly via the profile or through private messages.
- Organizing competitions.
- Targeting our content by segmenting based on gender, age, geography, and interests based on the knowledge the social media provider has about you. Only the social media provider can identify you based on this information.

Social media providers process your data for the following purposes:

- Providing DSB with statistics based on your visit to our profiles and pages.
- Improving their advertising systems.
- Advertising and customizing activities on the page.

You can read more about the social media providers' processing in their terms and conditions.

### **Legal Basis for Processing**

The processing of your personal data is based on the following:

- DSB's legal basis for processing your personal data for the purposes listed in section 2 is Article 6(1)(e) of the GDPR (public authority tasks). However, personal data processed in connection with competitions is based on Article 6(1)(a) of the GDPR (consent).
- The social media provider processes your personal data based on their legitimate interests (Article 6(1)(f) of the GDPR). This includes improving their advertising systems and providing statistics to DSB based on your visit to DSB's profile or page.
- Additionally, the social media provider processes certain personal data based on your consent. You can withdraw your consent at any time via your privacy settings on the respective social media platform (Article 6(1)(a) of the GDPR).

You can read more about the social media providers' legal basis and processing in their terms and conditions.

**Retention Period**

On social media, your inquiries and our published content will be available as long as the respective social media platform allows. You can delete your data, such as inquiries, likes, comments, and shares, by removing them on the respective social media platform.

Please refer to the privacy policy of each social media provider for information on how long they retain your personal data.

**Content of Inquiries**

The individual user is responsible for the content of their inquiry. We recommend that you do not share personal data you do not wish to be made public.

**Disclosure**

Social media providers may disclose your personal data to the following categories of recipients:

- Other entities within the group to which the social media provider belongs.
- External partners providing analysis and research services.
- Advertisers.
- Other individuals visiting our profile or page on the social media platform (to the extent your data is publicly available).
- Researchers and other academics.

You can read more about the disclosure of your personal data in the privacy policy of the respective social media provider.

**Rights and Complaint Options**

You can read more about your rights and complaint options in the privacy policy of the respective social media provider and in [DSB's privacy policy](#).