

Privacy Policy - Dataawareness ApS

Last updated: 13 January 2026

1. Introduction

Dataawareness ApS ("we", "us", or "our") operates the website www.dataawareness.com and develops software extensions and applications for Microsoft Dynamics 365 Business Central, Microsoft Power Platform, and other platforms, distributed through Microsoft AppSource, other marketplaces, or directly ("Software").

This Privacy Policy describes how we collect, use, store, and protect information when you use our website and our Software. By using our services or installing our Software, you agree to the collection and use of information as described in this policy.

2. Scope

This Privacy Policy applies to:

- Our website at www.dataawareness.com
- All software extensions and applications developed by Dataawareness ApS, including but not limited to extensions for Microsoft Dynamics 365 Business Central, Microsoft Power Platform, and other platforms ("Software")
- Any related services or support we provide

3. Information We Collect

3.1 Website Visitors

When you visit our website, we may collect information you voluntarily provide, such as your name, email address, phone number, and company name when you contact us or request information about our services.

3.2 Software

Our Software is designed to operate within your environment on the applicable platform (such as Microsoft Dynamics 365 Business Central or Microsoft Power Platform). We do not collect, transmit, or store your business data on our servers, with the following limited exceptions:

- Company identification information (such as company name, tenant ID, or environment details) for licensing and support purposes
- Contact person details (name, email) when you register for support or licensing

- Technical telemetry data collected by the platform provider (such as Microsoft) as part of standard platform operations (this is governed by the platform provider's privacy policy)

All business data processed by our Software remains within your environment and is subject to your organization's data policies and the platform provider's data handling practices.

3.3 Log Data

When you visit our website, we automatically collect certain information that your browser sends, including your IP address, browser type and version, pages visited, time and date of visit, time spent on pages, and other diagnostic data.

4. How We Use Your Information

We use the information we collect to:

- Provide, maintain, and improve our services and Software
- Manage licensing and subscriptions for our Software
- Respond to your inquiries and provide customer support
- Send important notices about our services, such as updates or security alerts
- Comply with legal obligations

5. Data Storage and Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. This includes encryption, access controls, and secure data storage practices.

Personal data we collect is stored within the European Economic Area (EEA). If any data transfer outside the EEA is necessary, we ensure appropriate safeguards are in place in accordance with applicable data protection laws.

6. Data Sharing and Third Parties

We do not sell, trade, or otherwise transfer your personal information to third parties, except in the following circumstances:

- With platform providers (such as Microsoft), as necessary for the distribution and operation of our Software through AppSource and other marketplaces
- With service providers who assist us in operating our business, subject to confidentiality agreements
- When required by law, regulation, or legal process

- To protect our rights, privacy, safety, or property, or that of our users or others

7. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including to satisfy legal, accounting, or reporting requirements. Licensing and support records are retained for the duration of your subscription plus any legally required retention period.

8. Your Rights

Under the General Data Protection Regulation (GDPR) and applicable Danish data protection law, you have the following rights regarding your personal data:

- **Right of access:** You may request a copy of the personal data we hold about you
- **Right to rectification:** You may request correction of inaccurate or incomplete data
- **Right to erasure:** You may request deletion of your personal data, subject to legal obligations
- **Right to restrict processing:** You may request that we limit how we use your data
- **Right to data portability:** You may request your data in a structured, machine-readable format
- **Right to object:** You may object to certain types of processing, including direct marketing

To exercise any of these rights, please contact us using the details provided below. We will respond to your request within 30 days.

9. Cookies

Our website does not use cookies for tracking visitors. If this changes in the future, we will update this policy and provide appropriate notice and consent mechanisms.

10. Children's Privacy

Our services are intended for business use and are not directed at individuals under 18 years of age.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any material changes by posting the updated policy on our website with a new "Last updated" date. We encourage you to review this policy periodically.

12. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your data protection rights, or have concerns about how we handle your personal information, please contact us:

Dataawareness ApS

Herstedvesterstræde 23

2620 Albertslund, Denmark

CVR: 36495316

Email: support@dataawareness.dk

Phone: +45 7060 5048

You also have the right to lodge a complaint with the Danish Data Protection Agency (Datatilsynet) if you believe we have not handled your personal information in accordance with applicable law.