

MoreFish's Privacy Policy (GDPR)

(Version 1.0 — Last updated: 24.11.2025)

This Privacy Policy explains how **MoreFish AS**, Org. No. **913.803.264**, ("we", "us", "the Organizer") collects, uses, stores, and protects personal data in connection with seminar registration, participation, invoicing, and communication.

We process personal data in accordance with the **EU General Data Protection Regulation (GDPR)** and the **Norwegian Personal Data Act (personopplysningsloven)**.

By registering for our events, using our website, or communicating with us, you acknowledge that you have read and understood this Privacy Policy.

1. Data Controller

The data controller responsible for processing personal data is:

MoreFish AS

Org. No: **913.803.264**

Address: **Tungasletta 2, 7047 Trondheim, Norway**

Email: **post@morefish.no**

Phone: **+47 952 81 574**

If you have questions regarding privacy or GDPR, please contact us using the details above.

2. What Personal Data We Collect

We collect the following categories of personal data:

2.1. Data provided during registration

- Full name
- Email address
- Phone number
- Job title / organization
- Invoice and billing details
(company name, address, Org. No., reference numbers)
- Dietary needs or allergies (optional)
- Accessibility needs (optional)

2.2. Data collected during event administration

- Attendance status
- Participation in activities or sessions
- Feedback or evaluation forms (optional)

2.3. Technical and website data

- IP address
 - Device and browser information
 - Cookies and analytics data
- (See our separate **Cookie Policy** for details.)

2.4. Marketing and communication data

- Newsletter subscription status (requires explicit consent)
- Email engagement (opens/clicks) if using newsletter tools

We do **not** process sensitive personal data except voluntary dietary/allergy disclosures.

3. Legal Basis for Processing

We process your personal data based on the following legal grounds:

3.1 Contract (GDPR Art. 6(1)(b))

To complete your event registration and deliver the seminar you signed up for.

3.2 Legal Obligation (Art. 6(1)(c))

For accounting and invoicing obligations under **Norwegian Bokføringsloven** (data must be stored for **5 years**).

3.3 Legitimate Interest (Art. 6(1)(f))

To administer and improve events, manage participation lists, and maintain business operations.

3.4 Consent (Art. 6(1)(a))

For:

- Sending newsletters or marketing emails
- Processing optional dietary or accessibility information

You may withdraw your consent at any time.

4. Why We Process Your Data (Purposes)

We use personal data for the following purposes:

- Registering, confirming, and managing event participation
- Sending event information, updates, and reminders
- Preparing name tags, attendance lists, and participant logistics
- Providing meals and handling dietary requirements
- Ensuring accessibility arrangements
- Invoicing and financial administration
- Improving events through feedback
- Fulfilling legal obligations
- Sending newsletters (only if consent was given)

We do not sell or share personal data with third parties for marketing.

5. Data Sharing and Third Parties

We only share personal data with trusted service providers necessary to operate the Event, such as:

- Event registration systems (e.g., online forms or ticketing platforms)
- Email and communication tools
- Payment/invoicing and accounting systems
- Venue providers (for dietary / accessibility arrangements)
- IT service providers (hosting, support, security)

All third parties are bound by GDPR-compliant data processing agreements (DPAs).

We do **not** transfer personal data outside the EU/EEA unless adequate safeguards are in place (e.g., SCCs).

6. Storage and Retention

Personal data is stored for only as long as necessary:

Data Type	Retention Time	Legal Basis
Registration & contact info	12–24 months after event	Legitimate interest
Invoice / billing data	5 years	Norwegian accounting law
Dietary & accessibility info	Deleted immediately after the event	Consent
Marketing emails	Until consent withdrawn	Consent
Technical logs	30–180 days	Security

When data is no longer needed, it is securely deleted.

7. Your Rights Under GDPR

You have the following rights:

- ✓ **Right to access:** Request a copy of the personal data we hold about you.
- ✓ **Right to rectification:** Correct inaccurate or incomplete data.
- ✓ **Right to deletion (“right to be forgotten”):** Request deletion of data where legally permissible (not applicable to invoice data required by law).
- ✓ **Right to restriction:** Limit the processing of your data in certain circumstances.
- ✓ **Right to object:** Object to processing carried out under legitimate interest.
- ✓ **Right to data portability:** Receive your data in a machine-readable format.
- ✓ **Right to withdraw consent:** Applies to newsletters or optional personal data.
- ✓ **Right to complain:** To **Datatilsynet (The Norwegian Data Protection Authority):** <https://www.datatilsynet.no/>

Requests will be answered within 30 days.

8. Security Measures

We implement appropriate technical and organizational security measures, including:

- Encrypted storage of data
- Access controls and role-based permissions
- Secure transfer (HTTPS / TLS)
- Regular backups
- GDPR-compliant IT systems
- Staff confidentiality obligations

9. Photography and Video

If photos or video are taken at the Event:

- Participants will be informed
- Images of individuals are processed based on **legitimate interest** unless a clear opt-out is provided
- Participants can request removal of identifiable photos at any time

10. Cookies

Our website may use cookies for:

- Basic functionality
- Analytics
- Performance
- User preferences

For more details, see our **Cookie Policy**.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

The latest version will always be available on our website, with a revision date.

12. Contact Information

For questions or GDPR inquiries, please contact:

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