

SHAPE LAB GDPR

How we manage your personal data

By applying to SHAPE LAB, we collect and process the following personal information about you:

- Full Name
- E-mail address
- Phone number
- Title
- Campus
- Institute & Faculty
- VBN Profile
- Employment Status
- Employment end date (if applicable):
- Nationality
- Gender
- Staff number
- Information about your idea, problem area, customer segments, competitors, business model, main challenges & roadmap.

We do this to assess if you have the qualifications to become a part of SHAPE LAB and contact you about our assessment. Further, we do it to register and document your application and participation in SHAPE LAB. We will use your phone number to conduct an interview about your application. Your application will be assessed by AAU INNOVATE and the Dean's office at the Faculty of Social Sciences and Humanities at Aalborg University.

Regardless of whether your application is accepted or rejected, we will keep your information as documentation for your application to SHAPE LAB. If you are rejected, we will keep your information to follow up, if you later submit another application to SHAPE LAB or in any other way seek participation in AAU INNOVATE's activities. We also store this data to document the effect of our work within entrepreneurship and improve our activities within entrepreneurship at AAU. We use all applicants' background information (gender, nationality, date of birth, study, semester) to make statistics about who apply to and participate in the program. We use your staff number to retrieve relevant information from AAU's internal systems to ensure accurate and valid data registrations. This data processing also supports a more efficient case-handling process for both the organization and you as a data subject.

If you are accepted into SHAPE LAB, your information will be used for ongoing contact regarding follow-up, marketing of entrepreneurial workshops and activities, evaluation and data in connection with your progress and development within the program.

If you are accepted into the program, we use the information about the startup to make statistics about the participating teams within the program. During and after participating in the program, we follow up on whether the team establishes a CVR-number, the company's survival rate, the startup's funding and how long the individual team member is part of the team. We also follow up on all participants' future careers. We do this to continuously evaluate and

document the long-term effect of the participation and to improve the program and our other activities for future participants.

An update of stored data takes place annually. You can obtain information about what information we have stored about you at any time, and you can always contact us to have your information updated or deleted.

The legal basis for collecting, processing and storing your personal data is that processing is necessary for you to participate in the SHAPE LAB in accordance with the nature of General Data Protection Regulations article 6(1) (e).

We will process your personal information for the purpose mentioned above to the end of 2036, because we want to document the long-term effects of our work within entrepreneurship at AAU. After this, we delete, anonymize, or archive your personal data in accordance with the Danish Archive Act.

As a data subject you have the right to know which information we have about you, you have the right to rectification if your data is inaccurate, the right to deletion or be forgotten, the right to limit the data processing, the right to data portability and the right to object.

You may use one of above-mentioned rights by contacting AAU INNOVATE, at any time, via sea-gdpr@adm.aau.dk

The processing of your information, including when stored in our registry, is administered by Aalborg University in accordance with the University's Privacy Policy. Aalborg University is the data controller for processing your personal information. For general questions and any objections, please contact Heine Nielsen Kofoed at heinenk@adm.aau.dk Aalborg University Data Protection Officer can be contacted at dpo@aau.dk in case of disagreement.

If you wish to submit a complaint to Aalborg University's processing of your personal information, please contact Datatilsynet, which is the Danish regulatory authority in the data protection area, at dt@datatilsynet.dk.