

Privacy Policy

Security

DFDS's website is secure. As you continue on to the payment section of the online sales process, we use Secure. Socket Layer (SSL) technology to protect your personal information. SSL is currently the preferred method to securely transfer credit card and other sensitive data over the internet.

DFDS' privacy policy

DFDS is committed to protecting your privacy. Our privacy policy describes DFDS' corporate policy regarding processing of any passenger information, the security measures we employ to protect such data and your right to access such data and right to complain. DFDS takes privacy seriously and is committed to comply with this Policy as our minimum standard. The Policy creates a framework that provides a secure level of protection for the personal information that is used, collected and transferred within the DFDS Group. Our privacy policy also meets the standards contained within the European data protection law.

DFDS always complies with any applicable legislation relating to personal data. All data will be processed and transferred for specific and legitimate purposes in accordance with applicable laws.

The register is kept at DFDS A/S, Sundkrogsgade 11, DK-2100 Copenhagen, Denmark. You are always welcome to contact us regarding the information contained in the register. If you have signed up to receive our e-mail newsletter – or if you should receive marketing material that you did not request – you can always unsubscribe via the link in the newsletter or by contacting DFDS.

We use tracking software to monitor customer traffic patterns and site usage to help us develop the design and layout of the site. This software does not enable us to collect any information that allows us to identify a specific person. Why do we collect and how do we use the personal information?

DFDS only collects and uses personal information for purposes that customers are aware of and which falls within their expectations.

Any information collected must be relevant to DFDS, necessary and not excessive in relation to the purposes for which it is transferred and further processed. DFDS uses the minimum amount of personal information required in order to meet its required use.

Please notice that DFDS is required by law to register the identity of our passengers and to give that information to relevant government authorities. Furthermore, registration of the information allows us to process your order efficiently, and send you your itinerary and provide you with the services you have ordered. Due to this, we will ask for name, gender, date of birth or age, address, e-mail address, vehicle registration number (if any), and credit or debit card number and the expiration date. Passport number [or ID card] will be registered when you check in at the terminal to prove your identity. We ask for your telephone number so we can contact you quickly if there is any problem with your reservation. If volunteered by a person, we will also collect any information concerning the need for special care or assistance in emergency situations.

In case you booked by telephone, we have a call record in some countries that we are holding for up to one year.

In addition, we use the information we obtain in connection with bookings and purchases on board our ships to gather statistics that we use to improve our services. We may ask you to show your boarding card

when you make an onboard purchase. This information is used for statistical purposes only and cannot be used to track you personally in any way. You have the right to decline to show your boarding card when shopping on board. If you prefer that we do not use your reservation data in our statistics, please feel free to contact us and let us know.

DFDS will never contact you electronically without your consent for any type of marketing or user survey, or unless such contact is permitted by law. This can for example be service messages. If you find errors in the information, please notify us so that we can correct them.

Personal profile

Your personal information is also used if you have created a profile on one of DFDS's websites. If you have created a profile with DFDS and given your consent, we will register your purchase and use this information to target information, offers and products to you and to help us administer the profile. The information is also used to recognize you when you book travel (assuming you are logged in) and to follow up on reservations. The information is also used for contests and statistics.

Subscription to the e-mail service and contests

If we offer you a subscription to our e-mail service, DFDS Mail, we will ask for your name and e-mail address so that we can send you our e-mail newsletter. Your name is not required to subscribe to our e-mail service, and you will be able to opt out at any time by clicking the unsubscribe link in the newsletter. When you enter a contest or take advantage of other promotional offers, we may ask for your name, address and e-mail address so we can administer contests and notify the winners.

How long do we keep your personal information?

DFDS will only retain personal information as long as it is required for the purpose for which it was acquired and processed. Those periods can vary.

We will delete the information as soon as possible after the end of the trip, or when the information is no longer required in accordance with national laws or your agreement with DFDS.

If you register a personal profile or subscribe to the e-mail service, we will store your personal information until you delete the profile or unsubscribe from our newsletter. The information will make future bookings easier, as we have already saved your personal information.

How do we protect your information?

When you book with us, we use secure server software, which encrypts all of the information you enter before it is sent to us. This encryption ensures that the information is reasonably protected against unauthorized interception.

DFDS will ensure that any DFDS entity processing personal information on behalf of other DFDS entities (data processors) also adopt appropriate and equivalent security measures. They will have in place proportionate technical and organizational security measures to safeguard the personal information.

The entities within the DFDS Group that use the same IT Systems have entered into data transfer agreements to comply with the law and to be able to transfer personal information within those entities.

Our use of Cookies

DFDS use cookies in the booking system to ensure consistency throughout the reservation process.

Cookies are small pieces of information that are stored by your browser on your computer's hard drive. You can delete them from your hard drive if you so wish.

Most web browsers automatically accept cookies, but you can change your browser settings to prevent that.

Without cookies, you can use most of the features on the web site, but not the booking system. We advise against disabling cookies in your browser. Our cookies do not contain any personally identifying information.

Find out more about how we use your cookies and how you can delete any cookies you have received so far. [How we use cookies \(LINK\)](#)

Will DFDS disclose information collected to outside parties?

We will not disclose information about a passenger to any other person or organization without your consent, unless there is an emergency situation requiring that we release it, or if we are legally required to do so. However,

DFDS reserves the right to pass your information on to trustworthy third parties that we use to provide certain services. For example, allowing DFDS customers to book hotels quickly and easily by transferring details from the

DFDS booking form to our partners' booking forms.

If you do not wish DFDS to pass on your information to these third parties, please notify us by email at rf@dfds.com

DFDS may provide aggregate statistics about our customers, sales, traffic patterns and related site information to reputable third-party vendors, but these statistics contain no personally identifying information.

Transparency and information rights

We always strive to clearly inform you regarding the uses and possible disclosure of your information when such information is obtained. If it is not practical to do so at the point of collection, we will inform you as soon as possible, unless there is a legitimate basis for not doing so. For example, where it is necessary for the prevention or detection of a crime or where otherwise permitted by law.

If you would like a copy of the personal information we have on file about you, or would like us to correct, erase or block inaccurate or misleading information, please email us at rf@dfds.com. You can also request a description of the personal information we have collected and processed and the recipients - or types of recipient - to whom

DFDS is, or could, disclose that information. Under normal circumstances, no fee is required, except for requests made to our entities in the UK. DFDS always attempts to respond valid requests as quickly as possible.

Security and safety onboard

Following a thorough investigation, the names of undesirable passengers can be placed on an internal list to prevent these passengers from booking and travelling with us if the Master has reason to believe that the passengers will pose a security risk. Passengers are deemed to pose a security risk if they have endangered the safety of themselves, a vessel, the crew or other passengers, or if their behavior has been inappropriate during a previous trip(s) or if they have failed to follow safety regulations or requirements. DFDS will register the necessary personal information of banned passengers for the purpose of preventing passengers deemed a security risk from booking trips on our passenger ships for a defined period. This can include the passengers name, date of birth and passport number. The information will not be held for longer than necessary.