

Data ethics –2021

Mandatory statement on data ethics cf. §99 d in The Danish Financial Statements Act.



This data ethics statement forms part of the management's review in the company's annual report for 2021, covering the period from January 1st to December 31st.

The purpose of the data ethics statement is to make our effort on data ethics transparent to many parts, including suppliers, customers, authorities, employees and business partners.



The Taster Wine group complies with the regulations set by the authorities through Danish legislation, The Danish Data Protection Act and regulations set by the EU, including GDPR.

We are aware that the technological development makes it possible to use data at a constantly increasing speed and that this development implies advantages but also risks when handling substantial amounts of data. This situation requires thoughtfulness and responsibility with the decision-maker, should the existing regulations be inadequate in a given situation. The topic of data ethics is not a question of complying with the regulations but a question of handling personal data respectfully.



From the financial year beginning January 1st 2021 and onwards, the §99 d in The Danish Financial Statements Act. requires that large companies account for their policy on data ethics. To a limited extent, the Taster Wine group (TWK) uses personal data and has laid down the following policies on data ethics:

- Respect for the privacy of our customers and employees.
- TWK only passes on the data of employees and customers to authorities if the law or the authorities require this.
- TWK does not sell the data of neither employees nor customers.
- TWK's employees who have access to customers' data have been instructed in handling personal data confidentially.
- We use software, artificial intelligens and algorithms for analysis with the purpose of optimizing the position of our customers, increase their value.
- We only use artificial intelligens for narrowing down the selection of products we offer our customers on our web portal.

On a general level, TWK consider data ethics to reach beyond compliance with existing regulations. The management of TWK constantly re-evaluates the policies of the company on data ethics.

