

Privacy Policy

Last Updated: March 26, 2025

1. Introduction

Welcome to Nordic Traffic Safety GmbH ("NTS," "we," "us," or "our"). At NTS, we are committed to protecting your privacy and ensuring transparency regarding how we collect, use, and share your personal information. This Privacy Policy applies to our website at nts.world and all related services, applications, and platforms (collectively, our "Services").

By accessing or using our Services, you agree to the terms of this Privacy Policy. If you do not agree with our practices, please do not use our Services.

2. Information We Collect

2.1 Information You Provide to Us

- **Account Information:** When you register for an account, we collect your name, email address, organization (if applicable), and password.
- **Profile Information:** Information you choose to add to your profile, such as your photo, professional background, and areas of interest.
- **Communication Data:** Information you provide when contacting us, participating in surveys, or subscribing to our newsletter.
- **Payment Information:** If you make a purchase or donation, we collect payment details, billing information, and transaction history.

2.2 Information We Collect Automatically

- **Device Information:** Information about the device you use to access our Services, including hardware model, operating system, unique device identifiers, and mobile network information.
- **Usage Data:** How you interact with our Services, including the pages you visit, features you use, and time spent on our platform.
- **Location Information:** General location data derived from your IP address.
- **Cookies and Similar Technologies:** Information collected through cookies, web beacons, and similar technologies. For more details, please see our Cookie Policy section below.

3. How We Use Your Information

We use your information for the following purposes:

- To provide, maintain, and improve our Services
- To process transactions and send related information
- To communicate with you about our Services, updates, and promotional offers
- To personalize your experience and deliver content relevant to your interests
- To monitor and analyze usage patterns and trends
- To protect the security and integrity of our Services
- To comply with legal obligations

4. Legal Basis for Processing (for EEA, UK, and Swiss Users)

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, we process your personal information based on the following legal grounds:

- **Consent:** Where you have given us explicit consent to process your personal information.
- **Contractual Necessity:** Where processing is necessary to perform our contract with you.
- **Legitimate Interests:** Where processing is necessary for our legitimate interests, provided those interests are not overridden by your rights and freedoms.
- **Legal Obligation:** Where processing is necessary to comply with our legal obligations.

5. Sharing Your Information

We may share your information with:

- **Service Providers:** Third-party companies that perform services on our behalf, such as payment processing, data analysis, email delivery, and hosting services.
- **Partners:** Organizations with whom we collaborate on joint projects, research initiatives, or traffic safety programs.
- **Legal Requirements:** When required by law, legal process, or government requests.
- **Business Transfers:** In connection with a merger, acquisition, or sale of assets, your information may be transferred as a business asset.

We do not sell your personal information to third parties.

6. Data Retention

We retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. When determining the retention period, we consider the amount, nature, and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure, and applicable legal requirements.

7. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information:

- **Access:** Request access to the personal information we hold about you.
- **Correction:** Request that we correct inaccurate or incomplete information.
- **Deletion:** Request the deletion of your personal information in certain circumstances.
- **Restriction:** Request that we restrict the processing of your information.
- **Data Portability:** Request that we transfer your information to another service provider.
- **Objection:** Object to our processing of your information based on legitimate interests.
- **Withdrawal of Consent:** Withdraw your consent at any time where we rely on consent to process your information.

To exercise these rights, please contact us at office@nts.world.

8. International Data Transfers

We may transfer your information to countries other than your country of residence, including to countries outside the EEA. When we transfer personal information outside the EEA, we implement appropriate safeguards in accordance with applicable law, which may include standard contractual clauses approved by the European Commission.

9. Security

We implement appropriate technical and organizational measures to protect the security of your personal information. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

10. Children's Privacy

Our Services are not directed to children under the age of 16, and we do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child, please contact us immediately at office@nts.world.

11. Cookie Policy

11.1 What Are Cookies

Cookies are small text files stored on your device when you visit a website. They help us recognize your device and remember certain information about your visit.

11.2 Types of Cookies We Use

- **Essential Cookies:** Necessary for the basic functionality of our website.
- **Analytical/Performance Cookies:** Help us understand how visitors interact with our website.
- **Functionality Cookies:** Allow us to remember choices you make and provide enhanced features.
- **Targeting/Advertising Cookies:** Used to deliver relevant content based on your interests.

11.3 Managing Cookies

Most web browsers allow you to control cookies through their settings. You can typically delete existing cookies, block certain types of cookies, or set your browser to notify you when cookies are being placed on your device.

12. Third-Party Links

Our Services may contain links to third-party websites, products, or services. We are not responsible for the privacy practices or content of these third parties. We encourage you to read the privacy policies of any third-party websites you visit.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be indicated by the "Last Updated" date at the top of this Privacy Policy. We encourage you to review this Privacy Policy periodically to stay informed about our information practices.

14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

Nordic Traffic Safety GmbH

Email: office@nts.world

Address: Friedrichstraße 112, 24837 Schleswig, Germany

Phone: +49 4621 977547

For data subjects in the EU, please note that our EU representative can be contacted at support@nts.world.

15. Complaints

If you are not satisfied with our response to your concern, you have the right to lodge a complaint with the relevant data protection authority in your jurisdiction.