

# HOW WE HANDLE YOUR DATA

## Sovera Security ApS | Website Data & Cookie Notice

Last updated: June 1, 2026 | GDPR Articles 13 & 14 | ePrivacy Directive compliant

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This notice explains what personal data we collect when you visit [www.soverasecurity.com](http://www.soverasecurity.com), why we collect it, how it enters our CRM (HubSpot), and what rights you have. We operate a consent-first approach: no tracking, profiling, or non-essential data processing takes place unless you have explicitly opted in.

**Data controller:** Sovera Security ApS, Amagertorv 33, 1160 Copenhagen, Denmark; [privacy@soverasecurity.com](mailto:privacy@soverasecurity.com)

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### 1. Our Approach: Consent Before Everything

We operate on a strict consent-first basis. This means:

- **No tracking cookies** are set on your device until you actively accept them via our cookie banner.
- **No behavioural profiling** takes place unless and until consent is given.
- **IP-based company identification** (HubSpot's Prospects feature) is disabled. We do not infer your employer from your IP address or process any data about your visit before you submit a form or accept cookies.
- **Declining or ignoring** our cookie banner results in a strictly functional browsing experience with no data sent to HubSpot.

We use CookieBot as our Consent Management Platform (CMP). It records a timestamped, auditable consent signal per visitor before any non-essential processing begins. Consent records are retained for 3 years.

### 2. Strictly Necessary Processing (No Consent Required)

The following minimal processing occurs for all visitors regardless of cookie preference, as it is technically essential to deliver the website:

- **Server logs:** your IP address and basic request data are logged by our hosting infrastructure for security and uptime monitoring. These logs are retained for 30 days and are not shared with HubSpot or used for profiling.
- **Session cookie:** a single session cookie maintains your browsing state (e.g. cookie banner preference). It expires when you close your browser and is not used for tracking.
- **Security and fraud prevention:** basic bot detection and DDoS protection measures may process request metadata. No personal data is retained beyond the session for this purpose.

No data from strictly necessary processing is passed to HubSpot.

### 3. Data You Submit Via Forms

If you complete a contact, demo request, or content download form, you are providing data directly and voluntarily. We collect only what is necessary for the stated purpose of each form:

- **Name and job title**
- **Business email address**
- **Company name and country**
- **Your message or area of interest**

This data is transmitted to HubSpot and stored as a contact record. Legal basis: legitimate interests (to respond to a B2B enquiry you have initiated) or, where required, your consent. We will always state the purpose at the point of form submission.

We do not use progressive profiling to silently append additional data fields across repeat visits without your awareness.

## 4. Cookies: What We Use and When

### Strictly necessary cookies (always active)

- **[CMP session cookie]**: records your cookie consent choice. Duration: 12 months. No personal data sent to HubSpot.

### Analytics cookies (active only with your consent)

We use HubSpot's analytics to understand aggregate site performance. These cookies are only set after you accept analytics cookies in our banner:

- **\_\_hstc**: main HubSpot tracking cookie linking visits to a contact record. Duration: 13 months.
- **hubspotutk**: identifies your browser when you submit a form. Duration: 13 months.
- **\_\_hssc**: tracks activity within a single session. Duration: 30 minutes.
- **\_\_hssrc**: detects new sessions. Duration: session only.

If you decline analytics cookies, none of the above are set and HubSpot receives no data about your visit.

### Marketing and personalisation cookies (active only with your consent)

We do not currently use retargeting pixels (e.g. LinkedIn Insight Tag, Google Ads) on this website. If we introduce these in future, this notice will be updated and fresh consent obtained before any such cookies are set.

### Live chat cookies (active only if you open the chat widget)

- **messagesUtk**: used by HubSpot's chat widget to identify returning visitors. Duration: 13 months. Only set if you interact with chat and have accepted analytics cookies.

## 5. HubSpot as Our Data Processor

HubSpot, Inc. (25 First Street, Cambridge, MA 02141, USA) processes personal data on our behalf as a data processor under Article 28 GDPR. We have a Data Processing Agreement (DPA) in place with HubSpot. Data is transferred to HubSpot's US infrastructure under Standard Contractual Clauses (SCCs) adopted by the European Commission.

Within HubSpot, your data may be used for:

- **Storing and managing your contact record**
- **Routing your enquiry to the appropriate team member**
- **Sending transactional emails in response to your request**
- **Marketing communications, where you have opted in**
- **Lead lifecycle tracking (form submissions and, where consented, page visit history)**

HubSpot's own privacy policy is available at [legal.hubspot.com/privacy-policy](https://legal.hubspot.com/privacy-policy).

## 6. What We Do Not Do

- **We do not** set any tracking or analytics cookies before obtaining your consent.
- **We do not** use HubSpot's IP-based company identification (Prospects) feature.
- **We do not** sell, rent, or share your personal data with third parties for their own marketing purposes.
- **We do not** use automated decision-making or profiling that produces legal or similarly significant effects.
- **We do not** collect sensitive personal data (special categories under GDPR Article 9) via this website.

## 7. Data Retention

- **Form submission and contact data:** retained in HubSpot for up to 3 years from your last interaction. Converted to a client relationship: 7 years post-contract.
- **Analytics data:** HubSpot cookie data is retained for 13 months (the cookie duration). Aggregated, anonymised reports are retained indefinitely.
- **Unengaged contacts:** contacts with no engagement for 24 months are reviewed and suppressed or deleted on a rolling basis.
- **Consent records:** retained for 3 years by our CMP, independent of contact data.

## 8. Your Rights

As an EU/EEA resident you have the right to access, rectify, erase, restrict, or port your personal data, and to object to processing based on legitimate interests. To exercise any right, contact [privacy@soverasecurity.com](mailto:privacy@soverasecurity.com). We will respond within one month.

To withdraw cookie consent, use our Cookie Preferences Centre [\[link\]](#) at any time. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

To unsubscribe from marketing emails, use the unsubscribe link in any email we send. Your HubSpot subscription status will be updated immediately.

You have the right to lodge a complaint with the Danish Data Protection Authority (Datatilsynet, [www.datatilsynet.dk](http://www.datatilsynet.dk)) or with the supervisory authority in your country of residence or work.

## 9. Changes to This Notice

We will update this notice if we introduce new tracking technologies, change processors, or alter our data practices in any material way. Where changes affect cookies or consent, we will reset the cookie banner so you can review and re-confirm your preferences. The version date at the top of this document indicates when it was last revised.