



# Data Ethics Policy

Lars Larsen Group A/S

LARS LARSEN  
GROUP

# Data Ethics

At Lars Larsen Group A/S, we strive to maintain a business with a high degree of integrity, transparency, and business ethics.

We respect individuals' right to privacy and to use personal data in compliance with applicable data privacy laws, such as the EU General Data Protection Regulation and other relevant laws.

This Policy on Data Ethics describes our guiding principles regarding use and processing of data and it complements our rules and guidelines for processing data that apply to our employees.

The policy covers our use of commercial data as well as personal data about our stakeholders, such as employees, suppliers, partners, and others.

We expect all companies in Lars Larsen Group to comply with applicable legislation for responsible data ethics.

## Reporting

A statement regarding our data ethics is made in our annual report.







## Responsibility

The responsibility for this Policy on Data Ethics is anchored with the Board of Directors, who will periodically review and revise the policy and guiding principles to reflect our use of data, including new technologies as well as changes to societal norms and/or the regulatory landscape.

The daily management of data ethics is anchored in the relevant departments.

## Guiding Principles for Data Ethics

The following guiding principles for data ethics set the ethical standard for our use of data and have been developed with due consideration to the principles set by the Danish Data Ethics Council.

The guiding principles was last revised and approved by the Board of Directors 22 August 2025.

# Guiding Principles for Data Ethics



## Human intervention

Human intervention should be a priority in all processing of data, and data should always be used as support to make informed and independent choices.



## Privacy

Processing of personal data should be conducted with respect for privacy and the protection of the data in question. The content, scope, and sharing of personal data should be limited and not stored for longer than is necessary.



## Transparency

Data processing should be sufficiently transparent. Information concerning processing of personal data should be provided clearly and understandably and describe purpose, function, and limitations of our processing activities.



## Dignity and equality

Processing of data should not be used to harm individuals, and all individuals should have the primary benefit from data processing. This means that people should be prioritised over commercial and institutional interests.

Processing of data should be done with respect for and consideration of social conditions, society, and democracy. Processing of personal data should not result in discrimination based on ethnicity, sexuality, gender, socio-economic background, political opinions, religion, trade union membership, or disability.



## Security

Data processing should be sufficiently secure, robust, and reliable. The security measures must include technical as well as organisational measures, and the necessary level of security should be appropriate to the risks in connection with the processing.



*Lars Larsen Group is owned by the Brunsborg-family, descendants of Lars Larsen, who founded JYSK in 1979.  
To this day, the Group is operated in accordance with the family's fundamental values of Tradesmanship, Responsibility, and Growth.*