GrowViking data processing agreement

GrowViking is a product of Romali · CVR DK 45239381 · Hallndsparken 102, 2630 Taastrup, Copenhagen, Denmark · aja@growviking.com

Version of 2026-11-05. The same text as the privacy policy on growviking.com.

Data processing agreement

When you connect a shop, your business is the controller of its shoppers' data and GrowViking is the processor. This section, together with the terms, is our data processing agreement under GDPR article 28. Your business accepts it when it creates an account.

- We process the data only on your documented instructions: to show profit, advice and the other features you switch on. We do not use it for anything else.
- Everyone at GrowViking who can reach the data is bound by confidentiality.
- We protect the data with encryption on the way and when stored (access keys, shoppers' messages and backups), a separate space for each business, access control, and an audit log that also notes who opened a shopper's conversation.
- We use the sub-processors listed below. We tell you before we add or replace one, so you can object; if we cannot agree, you can cancel.
- We help you answer requests from your shoppers and meet your own duties, and we tell you without undue delay, at the latest within 48 hours, if we learn of a personal data breach that affects your data.
- When your account ends, it is read-only for 30 days so you can download your data, and then we delete the shop data, unless the law requires us to keep it. On request we give you the information needed to show that these rules are kept, and allow a reasonable audit.

Platform learnings (only if the owner switches it on)

A business can choose to share anonymous learnings with the GrowViking Platform Brain. GrowViking then turns the business's own results into learning cards that hold only: a kind of ad or test from GrowViking's fixed list (for example "Ad angle: Gift"), whether it earned more or less profit per 1 spent than the business's other ads (rounded), the industry, the country and the month. They never hold personal data, customer or order details, product names, ad texts or images, amounts of money, or anything read from Meta or another connected platform.

Cards are combined into patterns that are shown only when at least 5 different businesses back them, each business counted once. The owner can switch sharing off at any time, which deletes the business's cards at once. Sharing is a choice of the business as controller; no personal data is used for it.

Support access

The GrowViking team can only look inside a business's account when its owner opens support access, for a period the owner chooses. It is read-only, can be closed at any time, and every page the team opens is listed in the business's audit log.

Sub-processors

These companies help us run GrowViking. Each gets only the data it needs for its task.

Company · What it does for us · Where

Hostinger · Hosts our servers and database, and sends log-in, password and notice emails. · EU

Stripe · Card payments and subscriptions. · EU and USA

Nets (Nexi Group) · Card payments. · EU

OpenAI · The AI engine that writes advice, texts and customer service drafts. It gets only what each answer needs, and does not train on it. · USA

Google · Google Ads and Google Analytics, when you connect them or say yes to statistics cookies. · EU and USA

Meta · Facebook and Instagram ads, when you connect them, and the Meta Pixel and Conversions API for our own sign-ups if you say yes to marketing cookies. · EU and USA

Microsoft · Microsoft Clarity on our own website, if you say yes to statistics cookies. · EU and USA

Meta, Google, Microsoft, Shopify, TikTok, Trustpilot and Canva are independent controllers for their own purposes, under their own terms; your business connects them under its own agreement with them. If we change the AI engine or another sub-processor, we update this list first.

Transfers outside the EU

Our servers and database are in the EU. Some sub-processors (Stripe, OpenAI, Google, Meta and Microsoft) are based in the USA or may reach data from there. We only allow that with a lawful safeguard: the EU-US Data Privacy Framework where the company is certified, and otherwise the European Commission's standard contractual clauses, with extra measures such as encryption and sending only the data needed.

Controller (your business)

Company and CVR / VAT number:

_____

Name and title: _____

Date and signature: _____

Processor (GrowViking)

Company and CVR / VAT number:

_____

Name and title: _____

Date and signature: _____