

Data Ethics Policy HusCompagniet A/S



1 Scope and objectives

This policy applies to HusCompagniet A/S, CVR-no 36972963, and all consolidated subsidiaries (the “Group”) and is applicable to all employees of the Group, regardless of position or function.

The policy sets out the overall principles and ethical framework within this area and is supplemented by relevant operational policies, guidelines and procedures.

2 Purpose and principles

At HusCompagniet, trust is fundamental to our relationship with customers, employees, business partners and investors. As a consumer-oriented company operating in a digital environment, we collect and process data in order to provide relevant information, manage customer relationships, complete construction projects and develop our business.

We recognise that responsible handling of data is essential to maintaining trust and safeguarding individual rights. Data ethics at HusCompagniet goes beyond legal compliance and reflects our commitment to acting responsibly, transparently and proportionately in our use of data. Our use of data shall at all times be conducted in accordance with applicable legislation and guided by sound ethical judgement.

3 Data ethics principles

HusCompagniet is committed to the following overarching principles:

- Transparency and clarity: We are open about which data we collect, why we collect it and how it is used – including in connection with marketing activities and lead management.
- Relevance and proportionality: We only collect, use and retain data that is relevant and necessary for legitimate business purposes and for managing our relationship with customers, employees and business partners.
- Respect for individual choice: Individuals must be able to make informed choices regarding their data. We respect the right to withdraw consent and to exercise applicable data protection rights. Our use of data must not mislead or unfairly limit individual autonomy.
- Responsible use of technology: Digital tools, automation and potential use of artificial intelligence are applied responsibly and in ways that support – and do not disadvantage – our customers or employees. We seek to anticipate and mitigate solutions and maintain human oversight where relevant.
- Security and accountability: We protect data through appropriate technical and organisational measures. Responsibility for data ethics is anchored in management and supported across the organisation.

4 Speak up

HusCompagniet encourages all employees to speak up if they become aware of conduct that may constitute a breach of this policy. Concerns can be raised through the relevant internal channels, including line management, HR or the Group’s whistleblower scheme.

HusCompagniet does not tolerate retaliation against employees who raise concerns in good faith.

5 Consequences and non-compliance

Compliance with this policy is mandatory.

Any breach of this policy may result in employment-related consequences, including a reprimand, warning, termination, or immediate dismissal, depending on the nature and severity of the breach.

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This Data Ethics Policy has been adopted by the Board of Directors of HusCompagniet on 30 April 2026. The policy is available on HusCompagniets website.