



# PRIVACY POLICY

## Privacy Policy

*Malmbergs Elektriska AB protect our customers' privacy and strive to always process personal data with utmost care and attention. Malmbergs process personal data in accordance with the General Data Protection Regulation, GDPR. This law helps you as a customer to understand what data we collect, what it is used for, how we process your data and what rights you have. Malmbergs Elektriska AB is a controller of personal data, contact information is given below.*

### What type of personal data do we process?

Personal data is processed by Malmbergs in order for us to fulfil our commitments to you as a customer and to fulfil our obligations under law. The personal data that we process is the information that you provided to us when registering as a customer, i.e. company name, VAT reg. no., address, telephone number, e-mail address and contact person.

### What is the personal data used for? What are the legal grounds for processing personal data? For how long is the data stored?

1. To handle quotations, orders, purchases and returns/complaints
2. To handle delivery of ordered products
3. To handle billing, returns/complaints and administration
4. To handle orders in our stores
5. To market our products using catalogues, customer magazines, campaigns and offers. Communication channels are post, e-mail and text messages. Personal data can also be used for promoting our stores
6. To do follow-ups, customer analyses and statistics
7. To manage customer login to our web shop
8. For other communications through our customer support, such as answering questions, correcting errors, handling complaints and providing delivery information
9. To conduct customer surveys

*Legal grounds:* Malmbergs are processing personal data based on lawfulness when we are processing orders, providing ordered products, customer support contact, customer login for webshop and analysis. Legal requirement for billing. Based on legitimate interests, we handle personal data for direct marketing of our products which we believe might be of interest to you. Based on legitimate interests, we conduct customer surveys to develop and improve our products and services.

*Storage time:* The personal data are registered in our customer records and are saved for as long as you are a customer with us. In some cases, the data may be saved longer due to legislation that we must meet. The customer application is saved for three months.

## **Is the data shared?**

Malmbergs may share your personal data to our trusted partners providing IT services, distribution/forwarding services, communications services etc.

Processor is a partner who processes personal data on the behalf of the controller. Written agreements ensure Malmbergs's processors handle personal data according to the law and according to our requirements. We have the same strict security demands of our processors' handling of personal data as we have of our own.

Some of our partners who process personal data have parts of their operations in non-EU/EEA countries (so-called 'third countries'). We will always take all reasonable legal, technical and organisational measures to make sure that your personal data is handled at the same high level as the protection offered within the EU/EEA.

If applicable, we share personal data with recipients acting independently in relation to the services that we provide, such as government agencies (e.g. police, tax authorities), rescue services and courts.

## **Your rights**

### *Right to receive personal data*

You are entitled to receive personal data concerning you, that we have stored. The request for such information shall be made in writing and signed by you, please also enclose a copy of an ID document of an authorised person of the company. Please send the request to the address at the bottom of the page, mark the envelope 'Personal data'.

### *Right of rectification or deletion*

Malmbergs is responsible for ensuring that the personal data we process is correct and up to date. If you believe the personal data in our possession relating to you is incorrect, you have the right to have such data corrected or completed. Under certain circumstances, you have the right to have your personal data deleted. However, if we need the information to be able to complete an agreement with you or if there is a legal requirement that we retain your personal data, we cannot delete them.

### *Right to object to the processing of personal data which is based on legitimate interests*

Malmbergs deals with personal data for direct marketing purposes, which is based on legitimate interest. You have the right to object to the processing of your personal data for such marketing purposes at any time.

### *Data portability*

You have the right to request a transmission of your personal data from Malmbergs to another company, authority or organisation. This right is limited to the information provided by you to us.

If you believe that our processing of your personal information does not comply with the data protection legislation, please contact us, see contact details below.

## **Declining electronic direct marketing**

Malmbergs may use your e-mail address and/or mobile number for direct marketing purposes. If you do not wish to receive these e-mails or text messages, simply click at the link at the bottom of the message to unregister.

## **Cookies**

A cookie is a small text file sent from a web site to your browser. The cookie cannot identify you personally, it can only recognize the browser that is installed on your device and that is used to access the site. Swedish law (Electronic Communications Act, 2003:389) requires that we inform about the cookies used and their purpose.

There are two types of cookies, one type is called *session cookie*, and the other is called *permanent cookie*. A session cookie is sent to your device in order for the system to work properly during your visit on the site. This type of cookie disappears when the browser is closed and is thus not stored on the device. A permanent cookie is stored on your device and allows the system to recognize your device's IP address and web browser the next time you log in. Malmbergs uses both these types of cookies on our website.

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