

IPUR AB

INNOVATIVE POLYURETHANE

Information on Personal Data Processing

– Regarding GDPR for IPUR AB's Customers and Other Stakeholders

IPUR AB processes personal data in accordance with Swedish law. When your personal data is registered or otherwise processed, you are entitled to certain information, which we now provide to you.

IPUR AB is responsible for the processing of your personal data. You can always contact IPUR AB by reaching out to us at info@ipur.se.

IPUR AB requires certain personal data about you to make you a customer. Personal data to be stored and processed includes any information that can be linked to an identifiable physical person, such as name, personal identification number, address, email address, etc. Information linked to a legal entity is not considered personal data.

The processing of personal data carried out in connection with your registration with IPUR AB is legal because it is necessary for fulfilling contractual terms, and because IPUR AB has a legitimate interest in processing the data for the purposes stated below.

The purposes for processing your personal data are to maintain good record management, handle orders and purchases, issue and register invoices, conduct email communication, and marketing. We may also process your personal data for statistical purposes for internal use. Your personal identification number is registered if deemed necessary (e.g., for sole proprietors) as it is important for IPUR AB to ensure the identity of the stakeholder. Your personal data will necessarily be processed in IPUR AB's IT system. Your personal data may also be disclosed to third parties who have legitimate interests in processing the data, which outweigh the customer's interest in protecting their personal data, in a so-called balancing of interests.

We observe security and confidentiality in all handling of your personal data.

Storage Duration

IPUR AB processes your personal data as long as you are a customer with us. Your personal data will be deleted no later than one year after the business relationship ends. IPUR AB will only continue to store it if there is a legal obligation to do so.

Your Rights

You have the right to transparency in how your personal data is processed. This means that you can request access to certain information about the processing. You also have the right to request that incorrect personal data be corrected, excessive processing restricted, unfounded processing deleted, and that personal data be transferred from our system to another entity, known as data portability. A request for any of these can be sent to info@ipur.se.

You also have the right to contact the Swedish Data Protection Authority (Datainspektionen/Integritetsskyddsmyndigheten) with any complaints if you are dissatisfied with the processing of your personal data, but we hope that you will first contact us with questions and requests regarding our data processing.

No Action Needed

As a customer or business partner, you do not need to take any action as long as you approve of our processing of personal data as described in this document. Should you not approve of our handling, we ask you to contact us via email at info@ipur.se.

If you do not wish to receive marketing from us, you can contact us at any time at info@ipur.se and request to stop the mailings.