

# Data privacy policy

Effective date: 1st of May, 2021

## 1. Contact information

Besser Visser AB (Org. Nr.: 556718-8726 / VAT.nr.: SE556718872601 )

Box 28, 312 21 Laholm, Sweden

[info@besservisser.se](mailto:info@besservisser.se)

[www.besservisser.se](http://www.besservisser.se)

## 2. Legal basis for processing

We process your business contact information on the basis of your consent. By providing us with your business contact information, you are giving us permission to use it for the purposes outlined in this privacy policy.

We collect and process your personal data for the following purposes:

- Necessary for the performance of contracts (GDPR Art 6 (1) (b))
- Sending you marketing information (GDPR Art 6 (1) (a))
- Necessary for the purposes of the legitimate interests (GDPR Art 6 (1) (f))
- Necessary for compliance with a legal obligation (GDPR Art 6 (1) (c))

We will not use your information for any other purposes without your explicit consent.

## 3. Types of personal data

Personally identifiable information we collect may include, but is not limited to:

- Name
- Job title
- Company name
- Address
- Email address
- Phone numbers
- IDs used in digital collaboration tools like Slack, GitHub and others.

## 4. Collection of personal data

We collect personal data in conjunction with e-mail exchanges, phone calls, bookings, and collaboration through social media, for example LinkedIn.

## 5. Storage and protection of personal data

We take appropriate technical and organizational measures to protect your business contact information from unauthorized access, use, or disclosure. This includes encryption, firewalls, and access controls.

## 6. Retention times for personal data

Unless personal data is required to maintain contractual obligations, we will retain your business contact information for a period of 5 years, after which it will be deleted.

You have the right to request that we delete your personal data at any time unless required to fulfil contractual or legal obligations.

## 7. Individuals' rights

You have the right to portability of data, access, correct, or delete your personal data at any time. You also have the right to object to the processing of your personal data for marketing purposes.

To exercise these rights, please contact us at [info@besservisser.se](mailto:info@besservisser.se).

## **8. Third-party service providers**

We may share your business contact information with third-party service providers that process personal data on our behalf, such as email service or cloud storage providers. We will only share the minimum necessary information and we have contracts with our data processors that guarantees that they provide an adequate level of protection for personal data.

## **9. Complaints**

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

## **10. Effective date and updates**

This privacy policy is effective as of the date above. We may update this policy from time to time. If we make any material changes, we will notify you by email or by means of a notice on our website.

Approved by

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Christian Kaestner