



## **WEBSITE PRIVACY STATEMENT (GDPR COMPLIANT)**

Information on this page applies to all websites, landing pages and other digital pages that belong to Jessica Schultz Coach & Event (Succesum AB).

Your personal privacy is important to us at Succesum AB. We do everything we can to ensure a high level of data protection which means that your data at all times, is handled with great care and security.

This Privacy Policy describes how the Company collects, uses, and shares information about visitors to our website. It describes how we obtain and use personal data (which can be used to identify a specific individual) and anonymous data (which cannot).

It is important that you understand the policy and feel confident in how we handle your information. If you have any questions, you can always contact us.

This privacy policy applies to personal information collected via [www.jessicaschultz.one](http://www.jessicaschultz.one) or other activities where we digitally or physically get in touch with you as a customer, such as workshops, events, advertisements or landing pages.

Personal information includes all information that can be directly or indirectly linked to a person now physically alive. For example, images and sound recordings that are processed on a computer can be personal data even if no names are mentioned. Encrypted data and various electronic identities (such as IP numbers) are also personal data if they can be linked to natural persons.

**LIABILITY** Succesum AB, org. nr 559018-1912, address, Sikvägen 59 lgh 1202, 135 41 Tyresö, Sweden is responsible for the company's use of personal information.

### **INFORMATION WE COLLECT AND PROCESS, FOR WHICH PURPOSE AND FOR WHICH WE PROCESS THEM**

**COOKIES** This website uses cookies. According to the Electronic Communications Act, (25 July 2003), everyone who visits a website with cookies must receive information about what they are used for and how they can be avoided. A cookie is a small text file that is stored on your computer and contains text information. For our shopping system to work, these files are necessary.

Session cookies, a temporary cookie that is deleted when you close your browser or device. Durable cookies, cookies that remain on your computer until you delete them, or they expire. First-party cookies, cookies set by the website you visit. Third-party cookies, cookies set by a third-party website. With us, these are primarily used for analyzes, such as Google Analytics. Similar technologies, technologies that store information in your browser or in your device in a way similar to cookies



**THE REASON FOR USING COOKIES** For your and our safety.

To see, among other things, the website's response time and any system errors.

To be able to adapt the service so that you get an optimal experience on your device.

To keep track of which products you have in your shopping cart.

For statistical analyzes in e.g. Google Analytics.

The cookies we use normally improve the services we offer. Some of our services need cookies to work properly, while others improve the services for you. We use cookies for overall analytical information about how you use our services, to save functional settings such as language and other information and also to be able to direct relevant marketing to you. Information is saved when you use our services, fill in forms or register for our activities.

We may process the following categories of personal information about you:

**COMMUNICATION INFORMATION** Communication data that includes all communication that you send to us, whether it is via the contact form on our website, via e-mail, text, social media, messages on social media or other communication that you send to us. We process this information for the purpose of communicating with you, for record keeping and for establishing, pursuing or defending legal claims. Our legal basis for this processing is our legitimate interests, which in this case are to respond to messages sent to us, to keep records and to establish, prosecute or defend legal claims.

**CUSTOMER INFORMATION** Customer data that contains information about any purchases of goods and / or services such as your name, title, billing address, delivery address, e-mail address, telephone number, contact information, purchase information and your card information. We process this information to deliver the goods and / or services you have purchased and to keep records of such transactions. Our legal basis for this treatment is the performance of a contract between you and us and / or take action at your request to enter into such an agreement.

**USER INFORMATION** User data that contains data about how you use our website and all online services together with all information that you publish for publication on our website or via other online services. We process this information to operate our website and ensure that relevant content is provided to you, to ensure the security of our website, to maintain backup of our website and / or databases and to enable the publication and administration of our website, other online services and business. Our legal basis for this treatment is our legitimate interests which in this case is to enable us to administer our website and our business properly.



**TECHNICAL INFORMATION** Technical data that contains data about your use of our website and online services such as your IP address, your login information, information about your browser, length of visits to pages on our website, page views and navigation paths, information about the number of times you use our website, settings for time zone and other technology on the devices you use to access our site. The source of this data comes from our analysis tracking system. We process this information to analyze your use of our website and other online services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising. Our legal basis for this treatment is our legitimate interests, which in this case are to enable us to administer our website and our business and to grow our business and decide on our marketing strategy.

**MARKETING INFORMATION** Marketing data that contains data about your preferences for receiving marketing information from us and our third parties and your communication preferences. We process this information to enable you to participate in our promotions such as contests, prize draws and free releases, to deliver relevant website content and advertisements to you and to measure or understand the effectiveness of this advertising. Our legal basis for this treatment is our legitimate interests, which in this case is to study how customers use our products / services, to develop them, grow our business and decide on our marketing strategy.

We may use customer data, user data, technical data and marketing data to deliver relevant website content and ads to you (including Facebook ads or other display ads) and to measure or understand the effectiveness of the advertising we offer you. Our legal basis for this treatment is legitimate interests which is to grow our business. We may also use such information to send you other marketing communications. Our legal basis for this treatment is either consent or legitimate interests (namely to grow our business).

**OTHER SOURCES – THIRD PARTY** In addition to the information you provide to us, or which we collect from you based on your purchases and how you use our services, we may also collect personal information from someone else (so-called third party). The information we collect from third parties is as follows:

Address information from public registers to be sure that we have the correct address information for you.

Credit rating information from credit rating agencies, banks or information companies

**SENSITIVE INFORMATION** We do not collect any sensitive information about you. Sensitive data refers to data that contains information about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about crime. Where we are required to collect personal information by law, or under the terms of the agreement between us and you do not provide that information to



us on request, we may not be able to perform the contract (for example, to supply goods or services to you).

If you do not provide us with the requested information, we may need to cancel a product or service that you have ordered, but if we do, we will notify you at that time.

We will only use your personal data for a purpose for which it has been collected or a reasonably compatible purpose if necessary. For more information about this, email us at [hello@jessicaschultz.one](mailto:hello@jessicaschultz.one) If we need to use your data for an independent new purpose, we will notify you and explain the legal reasons for processing.

We may process your personal data without your knowledge or consent where required or permitted by law. We do not perform automated decision making or any type of automated profiling.

**MARKET COMMUNICATION** Our legal basis for processing your personal data to send you marketing communications is either your consent or our legitimate interests (namely, to grow our business).

According to the rules on confidentiality and electronic communication, we may send you marketing communications from us if (i) you made a purchase or requested information about our goods or services or (ii) you agreed to receive marketing communications and in any case you have not chosen not to receive such communication then. According to these regulations, if you are a limited company, we may send you marketing communications without your consent. However, you can still choose to receive marketing messages from us at any time.

Before we share your personal information with third parties for their own marketing purposes, we receive your express consent.

You can ask us or a third party to stop sending marketing messages at any time [by logging in to the site and checking or unchecking the relevant boxes to adjust your marketing preferences] OR [by following the closing links on all marketing messages sent to you or] OR by to email us at [hello@jessicaschultz.one](mailto:hello@jessicaschultz.one) at any time].

If you choose not to receive marketing communications, this removal does not apply to personal information provided as a result of other transactions, such as purchases, warranty registration, etc.

**SHARING OF YOUR PERSONAL DATA** We may need to share your personal information with the parties below:

Other companies in our group that provide services to us.



Service providers that provide IT and system administration services.

Professional advisers including lawyers, bankers, accountants and insurance companies

Government bodies that require us to report treatment activities.

We require all third parties to whom we transfer your data to respect the security of your personal data and to process them in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

**WHO HAS ACCESS / PROCESSES YOUR PERSONAL DATA?** Personal data assistant. In cases where it is necessary for us to be able to offer our services, we share your personal data with companies that are so-called personal data assistants for us. A personal data assistant is a company that processes the information on our behalf and according to our instructions. We have personal data assistants who help us with:

Payment solutions (card redeeming companies, banks and other payment service providers)

Marketing (print, social media, media agencies or advertising agencies)

IT services (companies that handle the necessary operation, technical support and maintenance of our IT solutions)

E-mail (to be able to handle mail to our customers and subscribers, we work with companies that provide E-mail systems)

We also share your personal data with certain companies that are independently responsible for personal data. Independent personal data controllers with whom we share your personal data are: government agencies (police, tax authorities or other authorities) if we are obliged to do so by law or in case of suspicion of crime, companies that handle general goods transport (logistics companies and freight forwarders), companies that offer payment solutions (card redeeming companies, banks and other payment service providers)

**INTERNATIONAL TRANSFERS** [We share your personal data within our group of companies which means that you transfer your data outside the European Economic Area (EEA).]

Countries outside the European Economic Area (EEA) do not always offer the same level of protection for your personal data, so European law has prohibited the transfer of personal data outside the EEA unless the transfer meets certain criteria.

Many of our third-party providers are based outside the European Economic Area (EEA) so that their processing of your personal data involves the transfer of data outside the EEA.



When we transfer your personal data from the EEA, we do our best to ensure a similar level of data security by ensuring that at least one of the following protection measures is in place:

We will only transfer your personal data to countries approved by the European Commission to provide an adequate level of protection for personal data; or

When we use certain service providers, we may use specific agreements or codes of conduct or certification mechanisms approved by the European Commission that give personal data the same protection as it has in Europe. or

If we use US-based vendors that are part of the EU-US Privacy Shield, we may transfer data to them, as they have equivalent safeguards in place.

If none of the above safeguards are available, we may request your express consent to the specific transfer. You have the right to withdraw this consent at any time.

**DATA SECURITY** We have in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed or accessed without permission. We also allow access to your personal information only to the employees and partners who have a company that needs to know such information. They only process your personal data is with our instruction and they must keep it confidential.

We have procedures in place to deal with any suspected breaches of personal data and will notify you and all applicable regulators of a crime if we are legally obliged to do so. We only retain your personal information for as long as it is required to fulfill the purposes for which we collected it, including for the purpose of fulfilling legal requirements, accounting or reporting. When we decide what the right time is to keep the data for, we look at the amount, nature and sensitivity, potential risk of harm due to unauthorized use or disclosure, the treatment purposes, if these can be achieved in other ways and legal requirements. In certain circumstances, we may anonymize your personal data for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

**YOUR RIGHTS & CONSENT** According to data protection laws, you have rights in relation to your personal data which includes the right to request access, correction, deletion, restriction, transfer, to object to processing, to portability of data and (where the legal basis for processing is consent) to withdraw consent.

You do not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is manifestly unfounded, repetitive or exaggerated or refuses to comply with your request in these circumstances.



We may need to request specific information from you to help us verify your identity and ensure your right to access your personal information (or to exercise any of your other rights). This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We can also contact you to ask you for more information about your request to expedite our response.

We try to respond to all legitimate inquiries within a month. Sometimes it can take us longer than a month if your request is particularly complex or if you have made a number of requests. In this case, we will notify you.

Right to deletion: You can request deletion of personal data we process about you if:

The data are no longer necessary for the purposes for which they were collected or processed

You object to a balance of interests we have made based on legitimate interest and your reason for objection outweighs our legitimate interest

You object to processing for direct marketing purposes

Personal data is processed illegally

Personal data must be deleted in order to fulfill a legal obligation to which we are subject

Personal data has been collected about a child (under 13 years of age) for whom you have parental responsibility and the collection has taken place in connection with the provision of information society services (ie social media)

We may have the right to deny your request if there are legal obligations that prevent us from immediately deleting certain personal data. These obligations come from accounting and tax legislation, banking and money laundering legislation, but also from consumer law legislation. It may also be that the processing is necessary for us to be able to establish, assert or defend legal claims.

Should we be prevented from meeting a request for deletion, we will instead block the personal data from being used for purposes other than the purpose that prevents the requested deletion.

## **WEBSITE PRIVACY POLICY**

This website's privacy policy tells us how we collect, use and protect your personal information. By visiting our website, you accept and accept the terms of this website's



privacy policy. In particular, you consent to our collection and use of your personal information as described in this website's privacy policy.

**MINORS** We do not provide services or sell products to children. If you are under the age of 18, you may use our website only with the permission and active involvement of a parent or guardian. If you are a minor, please provide us or other website visitors with personal information.

**THIS POLICY IS PART OF OUR TERMS OF USE.** Our website privacy policy is part of and subject to our website's terms of use. You can see these terms on our website, and simply by visiting our website, you automatically tell us certain information. This includes basic information such as your IP address, when you visited, the website you visited before you visited us, the website you visit when you leave our website, your computer's operating system and the type of browser you are using.

And like many other websites, we use cookies. This means information that our website server transmits to your computer. This information can be used to track your session on our website. Cookies can also be used to personalize our website content for you as an individual. If you use one of the usual browsers on the internet, you can set your browser so that you either let yourself know when you receive a cookie or to refuse access to the cookie to your computer.

We may also collect any information you provide to us by publishing it on our website or by sending it to us by email. You can always choose not to give us information. However, if you prevent information, we may deny you access to the services and functions of some or all of our websites. Some transactions between you and our website may involve payment by credit card, debit card, check, money order and / or third - party online payment services. In such transactions, we will collect information related to the transaction as part of doing business with you, including your billing address, telephone number and other information related to the transaction.

**WHAT WE DO WITH YOUR INFORMATION** We use your information to run our website business. For example, we may use this information to contact you about changes to our website, new products and services, special offers, resolving disputes, troubleshooting issues and enforcing our website terms and conditions.

As a general rule, we will not give your information to third parties without your permission. However, there are some important exceptions to this rule described in the following paragraphs. We may, in our sole discretion, provide information about you to law enforcement or other government officials for the purpose of investigating fraud, alleged intellectual property infringement or other suspected illegal activity or issues that may hold us liable. Some state intelligence agencies have the technical ability to access data from our website without our cooperation, knowledge or consent. Even if we were to learn about such access, we may not be able to tell you about it due to national security laws.





Please take this risk into account before sending information to us or any other website owner. Although we do not disclose individually identifiable information, we may disclose aggregate information about our site visitors to advertisers or other third parties for marketing and marketing purposes. We may use third party providers to provide services on our website. If a supplier wants to collect information about you, you will be notified. However, you will never have to provide information to a third-party provider. We restrict how third-party providers may use your information. They may not sell or give your information to others.

If we sell our website, we can transfer your information to the buyer of the site. Upon completion of such transfer, we will no longer possess or control the information received by the buyer.

### **DO- NOT - TRACK, INTEREST-BASED ADVERTISING, RE-MARKETING AND DYNAMIC**

**ADVERTISING** We do our utmost to honor all Do-Not-Track signals you send through your browser when you visit our site. However, please read the following important information about "Interest-Based Advertising", "Re-marketing" and "Dynamic ad serving" so that you understand the type of tracking that can be done by third party providers when you visit our site and how you can opt out of such tracking.

**INTEREST-BASED ADVERTISING** When you visit our site, you may see ads published on the site by Google or other companies. These advertising companies may collect information about you when you visit this site and other sites. They may use this information to display ads on this site and elsewhere on the Internet about products and services you may like. This website does not collect the information or control the content of the ads that you will see. You may be able to opt out of such advertising. To learn more about Google's privacy policy and its DoubleClick DART cookie used to generate interest-based advertising, visit <http://www.google.com/privacy/ads/>.

**PROTECT MY CHOICES** If you use Internet Explorer, Mozilla Firefox, or Google Chrome browsers, you may want to install the "Protect My Choices" browser extensions designed to help you maintain your opt-out settings. For more information, go to <http://www.aboutads.info/PMC>.

**RE-MARKETING** This site may use a remarketing tag to advertise online. This means that Google and other third-party providers may display our ads to you on websites all over the Internet. These third-party providers, including Google, may use cookies to serve you ads based on your previous visits to our website. To opt out of Google's use of cookies, visit your company's Ads Preferences Manager at <https://www.google.com/ads/preferences/>.

Alternatively, you can opt out of the use of third-party cookies by visiting the Network Advertising Initiative's opt-out page located at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).



**DYNAMIC ADVERTISING** Our site may use Google's dynamic ad serving feature. To opt out of interest-based ads from Google, follow Google's opt-out instructions at <https://support.google.com/ads/answer/2662922?hl=en> US.

**DOUBLE-CLICK REMARKETING PIXELS** Our website may use DoubleClick's remarketing pixels. To opt out of DoubleClick's use of cookies, visit the DoubleClick removal page at [https://www.google.com/settings/ads/onweb#display\\_optout](https://www.google.com/settings/ads/onweb#display_optout).

Alternatively, you can opt out of third-party cookie use by visiting the Network Advertising Initiative's opt-out page at [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

Your use of this website without opting out means that you understand and consent to data collection to provide you with interest-based advertising.

**USERNAME AND PASSWORD** Your access to parts of our website may be protected by a username and password. Do not give your password to anyone. If you enter a section of our website that requires a password, you should log out when you leave. As a precaution, you should also turn off the browser completely and open it again before looking at other parts of the Internet.

**YOUR USE OF INFORMATION AND UNDESIGNED COMMERCIAL EMAIL** If you receive personally identifiable information about another website user, you may not disclose this information to anyone else without the consent of the user and our consent as well. We hate spam. Information that you obtain from our website about us or other website users may not be used by you or others to send unwanted commercial e-mail or to send unwanted commercial communication via our website or other communication systems.

**YOUR VOLUNTARY DISCLOSURE OF INFORMATION TO THIRD PARTIES WHO ARE NOT OUR SUPPLIERS** You may choose to provide personal information to website visitors or other third parties who are not our providers. Be careful when doing this. The privacy policies and duties of these third parties determine what is done with your information.

**AUTORESPONDERS** We may use autoresponders to communicate with you via email. To protect your privacy, we use a verified opt-in system for such communication, and you can always opt out of this communication using the links in each autoresponder message. If you have difficulty opting out, you can contact us by sending an e-mail to [hello@jessicaschultz.one](mailto:hello@jessicaschultz.one)

**POLICY CHANGES** The terms of this policy may change from time to time. If such changes are made, we will notify you through a notice published on our website about the changes that have been made. If you do not agree with the changes made, please contact us (via email, using a contact form for the website or in writing via email), and any changes made to this policy will not apply to information we have collected in from you before making the changes. If you are concerned about the subject matter covered by this site's privacy policy, you should read it each time before using our site.