

Collecting and processing customers and others information

As a valued Ejendals customer, our policy is to ensure that your privacy and information is treated with the confidentiality and respect that the situation requires. This policy is for those Ejendals has a business relationship with according to Ejendals business. It could be existing, past or potential customer, supplier, partner, participated in an event, visitors on the website or otherwise contact us, for example, as an employee of one of our customers. Below you can read more about how Ejendals collects and processes your personal information.

Where do you turn if you have questions?

Questions about how Ejendals collects and processes your personal information can be sent to personaldatacoordinator@ejendals.com

What information does Ejendals collect about you?

Ejendals collects and processes all the personal information you provide to us. Other sources that Ejendals utilizes to collect personal information can be found under “From where does Ejendals collect your personal information?” below. Personal information that Ejendals processes is as follows:

- ▶ Basic information such as name, workplace, position, work title and preferred language.
- ▶ Contact details such as address, e-mail address, and phone number.
- ▶ Preferred method(s) of contact.
- ▶ Payment information.
- ▶ Technical information such as information about your visit to our website.
- ▶ Information that you provide relating to meetings or events, such as availability of premises or allergies.
- ▶ Pictures taken at Ejendals events.

From where does Ejendals use to collect your personal information?

Ejendals collects information about you and others during the following points of contact:

- ▶ First contact with a new potential customer or supplier.
- ▶ At the start of a business relationship.
- ▶ Ejendals website.
- ▶ E-mail correspondence with Ejendals.
- ▶ Information provided voluntarily through meetings, conversations, social media, events or by filling out forms online.

Why does Ejendals process your personal information?

Ejendals uses your personal information for the following purposes:

Purpose	Legal basis
To investigate usage of website.	<i>Balancing of interests</i> Ejendals legitimate interest in providing and improving the website http://www.ejendals.com
The marketing of our services through newsletters, publications and events.	<i>Balancing of interests</i> The treatment is based on Ejendals' legitimate interest in marketing its products and services.
To acquire new customers and suppliers.	<i>Balancing of interests</i> The treatment is based on Ejendals' legitimate interest in getting new customers and suppliers.
To administer customer relationship and maintain customer contact lists.	<i>Fulfill contract with you</i> If there is an agreement between you and Ejendals. <i>Balancing of interests</i> Ejendals legitimate interest in managing the relationship with the organization you represent.
To fulfill our legal obligations.	<i>Fulfill our legal obligations</i> For example, our obligations under book keeping law.

Marketing

If you wish to unsubscribe, please contact us at personaldatacoordinator@ejendals.com

Home page

Ejendals uses various tools to review and maintain statistics about visits and use of our website. This is done by using cookies. At any time you can deny the use of cookies through the settings in your web browser. However, this can affect the user experience. You can read more about how Ejendals uses cookies [here](#).

How long does Ejendals retain your personal information?

Business relation

In accordance with book-keeping laws, personal information is kept during and after the business relationship.

Marketing

Ejendals saves your personal information for marketing purposes for one year, either from the time when Ejendals collected the contact information from you or the last time your information was used to contact you. You have the right to unsubscribe from our e-mail system. If you unsubscribe, you will no longer receive e-mails from Ejendals.

Other

When Ejendals collects and processes information outside of the above-mentioned occurrences, Ejendals will keep your personal information as long as it is needed based on the context. For example, when Ejendals has contact with you via e-mail, sponsored events and when Ejendals provides information on your request or information in cookies.

Which parties have access to your personal information?

Ejendals may share your personal information with trusted third parties with whom Ejendals has entered into an agreement to ensure that your personal information is processed in accordance with this policy. Personal information is shared with the following parties:

- ▶ Auditors.
- ▶ External suppliers of services such as support, word processing, translations or document review.
- ▶ IT suppliers.
- ▶ Third parties involved in the organization of events. For example hotels, organizers or lecturers.
- ▶ When necessary, third parties due to legal obligation. Should Ejendals be required to disclose your personal information due to an injunction or likewise, Ejendals will inform you to the extent that Ejendals is not legally prevented from doing so.
- ▶ Social media platforms such as Instagram, Facebook, LinkedIn and YouTube. If you use these services, refer to the respective service policy for information on how they treat personal data.

Ejendals does not transfer your personal information by selling it or otherwise making your personal information available for commercial purposes without your consent.

How does Ejendals protect your personal information?

Ejendals uses a range of technical and organizational measures to protect your personal information from unauthorized access, use, revealing, change or deletion in accordance with applicable data protection laws. Such actions include, but are not limited to, perimeter protections, use of management systems, encryption, limitation of permissions, policies, etc.

Which countries does Ejendals transfer your personal information to?

Ejendals only processes your personal information within EU/EES.

Which rights do you have concerning your personal information?

No personal data is disclosed to anyone other than to the individual themselves.

Right to withdraw your consent

You are entitled to withdraw your consent at any time. Once this is done, the process will end.

Right to access ("transcript")

You are entitled to receive confirmation of the processing of your personal data and, if so, to get access to your personal data. You will then receive an extract with mainly the following information: the purpose of the processing, categories of personal data, categories of recipients, storage periods and the origin of the information.

Right to rectification

You are entitled to request that incorrect information will be corrected without unnecessary delay. If necessary, you may also supplement incomplete personal information.

Right to delete ("the right to be forgotten")

Under certain circumstances, you may have the right to have your personal data deleted. The reasons are as follows: if the processing is no longer necessary, if there are legitimate reasons for your opposition or if the processing is done illegally. Ejendals is obliged to file documents during business relationship and after according to book keeping laws. During that time, we cannot accept a request for deletion of personal information contained in such documents.

Right to object to certain types of processing (e.g. direct marketing)

If your personal information is treated with the support of a public or legitimate interest, you are entitled to object to the processing. For example, you have the right to object to your data being processed for marketing purposes. If you object, the processing will end.

Right to restrictions

You are entitled to require that processing of your personal information will be limited if you contest the accuracy of the information, the processing is illegal and you request restriction instead of deletion.

Right to data portability

You are entitled to receive personal information that you have provided to us in a machine-readable format. The right applies to information processed automatically and is based on an agreement (with you). If technically feasible, you also have the right to request that this data should be transferred to another controller.

Right to complain to supervisory authority

If you are not satisfied with the processing of your personal information, you are entitled to file a complaint with the Swedish Data Inspektionen, which is the Swedish supervisory authority. You are also entitled to contact the supervisory authority in your country of residence or work.

If you have requests or questions, please contact us at personaldatacoordinator@ejendals.com