

## PRIVACY POLICY

# 1. Introduction

Stadium AB works to ensure your privacy is protected. The purpose of our privacy policy is to inform you about how we process your personal data. This privacy policy may be updated and you will find the latest version of our privacy policy at [stadium.se](https://stadium.se).

If we make any major changes to this privacy policy, we will send the updated policy to your registered email address.

This privacy policy applies to the personal data we collect about you in connection with your membership, your purchases, your visits to one of our websites or any other contact with us. Please note that this privacy policy does not apply to personal data you provide to any of our business partners (e.g. by clicking any link to one of our business partners). Stadium AB accepts no liability for the processing of personal data by our business partners.

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### 3. Who is responsible for your personal data?

Stadium AB, company registration number 556187-3299, Norra promenaden 63, SE-601 60 Norrköping, Sweden is the personal data controller for the personal data you provide to us.

### 4. Personal data collected from another source

In addition to personal data that you provide to us or that we have collected based on how you use our services or based on your purchases, we may also collect personal data from other sources. You can see which personal data we collect from you and from which source we have collected the data in the table below.

Collection source	Type of personal data
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Public address registers or information companies

Your official registered address

Collector

Email addresses and personal identity numbers

## 5. Why we use your personal data and how long we store it

### Purpose and legal basis

The personal data that we have collected about you is used for various purposes. In this section, we explain why we use your personal data, give examples of the processing that we perform in order to fulfil that purpose, and the legal basis on which our processing is based.

### Storing

Generally speaking, we store your data for as long as the data is necessary to fulfil the purposes for which we collected your data. The data may also be stored for the period required by applicable law. It is important to us that you know how long we retain your personal data. The table below clarifies how long your data will be stored.

### 5.1 Purchases and ordering

To enable you to purchase and order products from us, we need to process your personal data.

#### Examples of processing carried out for this purpose

- Processing of personal data in order to deliver your product (including communicating with you about your delivery)
- Processing of personal data in order to confirm your identity and age when managing and communicating about your purchase
- Processing of personal data in order to administer your payment
- Processing of personal data in order to check your address against external sources, e.g. SPAR (the Swedish state personal address register)
- Processing of personal data that we need in order to administer and communicate with you in the event of a complaint and warranty case relating to your purchase.

**Legal basis**

We use cookies and other similar tracking technologies for this purpose. Read more about this under Section 10 in this document. The purchase agreement that we have entered into with you. The processing is necessary in order for us to fulfil our contractual obligations towards you.

**Recipients of personal data**

For this purpose, we may share information about your purchase with our payment solution partner in order to administer your payment, our shipping agent in order to be able to deliver the product you have ordered, or your personal identity number with an address information provider in order to verify your address. These suppliers are independent personal data controllers. Read more about this in Section 8.

**Retention time**

Until the purchase has been completed (including delivery and payment) and for a period of 36 months thereafter in order to be able to manage any complaints and warranty cases.

**5.2 Customer service cases**

In all your contacts with us, we will do our utmost to provide you with the best possible service. You will find contact details for our customer service at the end of this privacy policy. In order to be able to manage your case, we need to process your personal data.

**Examples of processing carried out for this purpose**

- Processing of personal data that we need in order to communicate with you and answer any questions that you send to us via phone, email or in digital channels
- Processing of personal data in order to be able to investigate your complaints and support cases. A support case may involve technical support, for example.

**Legal basis**

We use cookies and other similar tracking technologies for this purpose. Read more about this under Section 10 in this document. Our and your legitimate interest in managing your customer service case.

**Recipients of personal data**

For this purpose, we may share data about your customer service case with the provider of our case management system. This provider acts as data processor on our behalf. Read more about this in Section 8.

**Retention time**

No later than 36 months after the case has been closed.

### 5.3 Marketing and communication

To make it possible for you to receive our latest offers and news, we can market and send communication about our products and our company in different channels, e.g. through different types of advertising or through inspirational images in social media. In order to be able to market ourselves, we sometimes need to process your personal data.

Remember that you always have the right to object to our marketing. You can do this directly in our mailouts via the unsubscribe link or by contacting us (you will find our contact details at the end of this document). If our marketing is displayed on social media, you can enter your preferences directly in the social media platform, e.g. via your settings or in connection with the relevant post.

#### Examples of processing carried out for this purpose

- Processing of personal data in order to send marketing and communication about our products and our company via email, text message, applications or other digital mailouts, e.g. offers in the form of newsletters
- Processing of personal data in order to send offers from our partners
- Processing of personal data in order to display advertisements in other digital channels, e.g. marketing on social media or other websites
- Processing of personal data in order to send invitations to competitions and events
- Processing of personal data in order to produce analyses and statistics based on e.g. our users' responses to our advertising, such as opening statistics, conversion rates or other similar data, with the aim of evaluating the results of our marketing and improving our marketing for you.

For this purpose, we perform analyses based on your personal data. Read more about this in Section 7

We use cookies and other similar tracking technologies for this purpose. Read more about this under Section 10 in this document. Our legitimate interest in sending marketing about us and our products.

#### Legal basis

#### Recipients of personal data

For this purpose, we may share certain personal data with providers of marketing services who e.g. help us with various types of marketing mailouts. We may also share personal data with social

media platforms for advertising our company, our products and our services. These providers act as both data processors on our behalf and independent data controllers. Read more about this in Section 8.

**Retention time**

Whichever occurs first of no later than 24 months from your last activity (activity refers to purchases or other interactions, e.g. clicks in emails) or until you object to our marketing, e.g. unsubscribe from our newsletter, update your preferences in the relevant social media platform, or choose to no longer follow us on social media.

**5.4 Your user experience**

Your experience of us as a company and our services is an important part of our offering. We may therefore process your personal data in order to personalise your experience or to simplify your use of our services.

**Examples of processing carried out for this purpose**

- Processing of personal data in order to simplify your use of our services, e.g. by saving your shopping lists/wish lists or your chosen payment method to make your future purchases even faster
- Processing of personal data in order to show relevant product recommendations, send interest-based articles, suggest shopping lists or other similar actions
- Processing of personal data in order to remind you of forgotten products in your shopping basket
- Processing of personal data in order to produce analyses and statistics based on e.g. our users' use of our services or other feedback that users have provided to us, with the aim of improving the user experience, e.g. by making it easier to access certain functions on our website or to be able to display more relevant content

For this purpose, we perform analyses based on your personal data. Read more about this in Section 7.

**Legal basis**

We use cookies and other similar tracking technologies for this purpose. Read more about this under Section 10 in this document. Our and your legitimate interest in making our services more user-friendly.

**Recipients of personal data**

For this purpose, we may use service providers who help us to adapt our services based on our users' experience of those services.

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**Retention time** These providers act as data processors on our behalf or as independent data controllers. Read more about this in Section 8. Whichever occurs first of the relevant retention period of cookies expiring (see Section 10 below) or you objecting to our processing, e.g. by updating your browser settings for cookies.

## 5.5 Competitions

Sometimes we want to organise competitions and give our customers the opportunity to win fantastic prizes. In connection with this, we will process your personal data.

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<b>Examples of processing carried out for this purpose</b>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to register and administer your participation in the competition</li> <li>· Processing of personal data in order to communicate with you before and during the competition</li> <li>· Processing of personal data in order to select winners of a competition</li> <li>· Processing of personal data in order to follow up on a completed competition, with the aim of evaluating the competition so that we can improve future competitions.</li> </ul>
<b>Legal basis</b>	Our and your legitimate interest in being able to run and administer competitions.
<b>Recipients of personal data</b>	For this purpose, we may use service providers to evaluate a completed competition. These providers act as data processors on our behalf. Read more about this in Section 8.
<b>Retention time</b>	No later than 6 months after the end of the competition. However, we may store your entries and evaluations (not linked to an individual) in accordance with the applicable competition terms & conditions.

## 5.6 Meeting legal obligations

In some cases, we may need to process personal data in the event of special legal obligations, e.g. if we discover defects in products. In this case, we may need to process your personal data in order to communicate with you to ensure that we take responsibility for our products.

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<b>Examples of processing carried out for this purpose</b>	We process personal data in order to comply with legal obligations, as required by laws, judgements or regulatory decisions. These requirements may relate to our product liability or the safety of our products. In these cases, we may need to produce general
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<b>Legal basis</b>	communication and information or specific information for you about product safety alerts and product recalls. The requirements may also apply to our obligations under the Swedish Annual Accounts Act or the Anti-Money Laundering Act.
<b>Retention time</b>	Legal obligation. In accordance with the statutes of limitation set out in the relevant law. According to the Swedish Annual Accounts Act, for example, we have an obligation to store data about our transactions for seven years.

## 5.7 Developing and improving our business, our products and our services

In order to ensure that we can develop our business, and offer the best possible products and services to you, we may use personal data to produce statistics and similar data with the aim of developing and improving our business.

<b>Examples of processing carried out for this purpose</b>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to produce basic data to be able to improve our business by evaluating, streamlining and planning sourcing, warehousing and deliveries, or developing our range</li> <li>· Processing of personal data enables you and other customers to influence our product range and website, e.g. through customer and market surveys.</li> </ul> <p>For this purpose, we perform analyses based on your personal data. Read more about this in Section 7.</p> <p>We use cookies and other similar tracking technologies for this purpose. Read more about this under Section 10 in this document. Our legitimate interest in being able to develop and improve our business, products and services.</p> <p>For this purpose, we may share certain personal data with the system suppliers who provide our analytics tools. These suppliers act as data processors on our behalf. Read more about this in Section 8.</p> <p>For this purpose, it is difficult for us to specify in advance how long your personal data will be stored. Instead, we have put in place procedures to continuously check whether your personal data is still necessary for this purpose. We will delete personal data that we have not used for a period of 24 months, since in this case we no longer deem your personal data to be necessary.</p>
<b>Legal basis</b>	
<b>Recipients of personal data</b>	
<b>Retention time</b>	

## 5.8 Safety work and preventing abuse or avoiding, preventing and investigating crimes

For your own safety and that of our employees, we work to ensure the security of our website. In order to fulfil this purpose, we may process your personal data.

<p><b>Processing carried out for this purpose</b></p>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to prevent and investigate potential fraud or other criminal offences</li> <li>· Processing of personal data to prevent spam, phishing, harassment, attempted unauthorised login to user accounts or other actions prohibited by law, or by our purchase and membership terms &amp; conditions</li> <li>· Processing of personal data in connection with in-store CCTV in order to ensure that we have safe store environments</li> </ul>
<p><b>Legal basis</b></p>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to produce basic data, with the aim of improving IT systems to increase security for the company and users, e.g. by protecting and improving our IT environment against attacks and intrusions.</li> </ul> <p>The legitimate interest that we, our employees and our customers have in systematic safety management, and in order to prevent abuse or avoid, prevent and investigate crimes.</p>
<p><b>Recipients of personal data</b></p>	<p>For this purpose, we may share personal data with IT system suppliers who help us to achieve a secure IT environment. We may also share personal data with security companies linked to our CCTV. These suppliers act as data processors on our behalf. Read more about this in Section 8.</p>
<p><b>Retention time</b></p>	<p>No later than 36 months after collection of the data. CCTV images are saved for a maximum of 72 hours from the time of collection. If we suspect misuse of a service or if we discover that a criminal offence has been committed, we will retain the data for the period necessary to establish, exercise or defend our (or a third party's) legal claims.</p>

## 6. Stadium Member

It should be rewarding to be a member with us. So you will receive additional benefits and offers from us when you are a member. This means that we will make extra efforts to ensure that Stadium Member is always improved, and that your offers and discounts are personalised.

## 6.1 Your membership

To join Stadium Member, you need to apply for membership. Since we are continually improving Stadium Member, we will also provide you with news and updates about your membership. In connection with this, we need to process your personal data.

<b>Processing carried out for this purpose</b>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to register you with Stadium Member</li> <li>· Processing of personal data in order to verify your identity and age</li> <li>· Processing of personal data in order to communicate news and updates about your membership.</li> </ul>
<b>Legal basis</b>	<p>The agreement we have entered into with you about your membership of our customer club (the Member Terms &amp; Conditions).</p>
<b>Recipients of personal data</b>	<p>For this purpose, we may share your personal data with the system provider of our customer club platform, suppliers who provide address data, or suppliers who help us with our communication. These suppliers act as data processors on our behalf. Read more about this in Section 8.</p>
<b>Retention time</b>	<p>The first that occurs of you cancelling your membership or you not making a purchase with us during the last 36 months. You will then need to reapply if you wish to remain a member.</p>

## 6.2 Your bonus

It should be rewarding to be a member with us. That is why you earn bonus points on all your purchases when you shop in one of our Swedish stores or online stores. In order to ensure that you receive your bonus, we will process your personal data.

<b>Processing carried out for this purpose</b>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to register and calculate your bonus, based on your purchases or use of our digital services</li> <li>· Processing of personal data to administer and send out bonus vouchers and bonus statements.</li> </ul>
<b>Legal basis</b>	<p>The agreement we have entered into with you about your membership of our customer club (the Member Terms &amp; Conditions).</p>
<b>Recipients of personal data</b>	<p>For this purpose, we may share your personal data with the system provider of our customer club platform. This provider acts as data processor on our behalf. Read more about this in Section 8.</p>

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**Retention time** The first that occurs of you cancelling your membership or you not making a purchase with us during the last 36 months. You will then need to reapply if you wish to remain a member.

### 6.3 My pages

To make it easier for you to administer your membership, we offer you the possibility of creating a user account on our websites (stadium.se or stadiumoutlet.se). In order for you to be able to create a user account and access the functions available on My pages, we need to process your personal data.

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<b>Processing carried out for this purpose</b>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to register and create your user account</li> <li>· Processing of personal data in order to give authorisation to log in</li> <li>· Processing of personal data in order to maintain accurate and updated data</li> </ul>
<b>Legal basis</b>	<ul style="list-style-type: none"> <li>· Processing of personal data to enable you to benefit from the services we offer you on My pages (see Section 6 of our Membership Terms &amp; Conditions for relevant services). The agreement we have entered into with you about your membership of our customer club (the Member Terms &amp; Conditions).</li> </ul>
<b>Recipients of personal data</b>	<ul style="list-style-type: none"> <li>For this purpose, we may share your personal data with the system provider of our customer club platform. This provider acts as data processor on our behalf. Read more about this in Section 8.</li> </ul>
<b>Retention time</b>	<ul style="list-style-type: none"> <li>The first that occurs of you cancelling your membership or you not making a purchase with us during the last 36 months. You will then need to reapply if you wish to remain a member.</li> </ul>

### 6.4 Personal experience and unique benefits

We want your membership to give you some extra rewards. That is why we will always do our best to provide you with offers and discounts that we think you will like. In order to provide you with general and personalised offers and discounts, we need to process your personal data

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<b>Processing carried out for this purpose</b>	<ul style="list-style-type: none"> <li>· Processing of personal data in order to provide you with offers and discounts in the form of general and personalised offers, invitations to events, personal service or sending gifts.</li> </ul>
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- Processing of personal data in order to simplify your use of our services, e.g. by saving your shopping lists/wish lists or your chosen payment method to make your future purchases even faster
- Processing of personal data in order to show relevant product recommendations, send interest-based articles, suggest shopping lists or other similar actions
- Processing of personal data in order to remind you of forgotten products in your shopping basket
- Processing of personal data in order to produce analyses and statistics based on e.g. our users' use of our services or other feedback that users have provided to us, with the aim of improving the user experience, e.g. by making it easier to access certain functions on our website or to be able to display more relevant content

For this purpose, we perform analyses based on your data and/or the data of other members. Read more about this in Section 7. The agreement we have entered into with you about your membership of our customer club (the Member Terms & Conditions).

**Legal basis**

For this purpose, we may share certain personal data with service providers who e.g. help us with various types of marketing mailouts and adapt our services based on our users' experience of the services. We may also share personal data with social media platforms for advertising our company, our products and our services. These providers act as both data processors on our behalf and independent data controllers. Read more about this in Section 8.

**Recipients of personal data**

For this purpose, we may use service providers who help us to adapt our services based on our users' experience of those services. These providers act as data processors on our behalf or as independent data controllers. Read more about this in Section 8. The first that occurs of you cancelling your membership or you not making a purchase with us during the last 36 months. You will then need to reapply if you wish to remain a member.

**Retention time**

**6.5 Offers and discounts from our partners**

<b>Processing carried out for this purpose</b>	<ul style="list-style-type: none"> <li>· Processing of personal data to send you offers and discounts from our partners.</li> </ul> <p>For this purpose, we may conduct analyses based on your data and/or the data of other members. Read more about this in Section 7.</p>
<b>Legal basis</b>	<p>Your prior consent.</p> <p>For this purpose, we may share certain personal data with providers of marketing services who e.g. help us with various types of marketing mailouts. We may also share personal data with social media platforms for advertising our company, our products and our services. These providers act as both data processors on our behalf and independent data controllers. Read more about this in Section 8.</p>
<b>Recipients of personal data</b>	<p>The first that occurs of you cancelling your membership or you not making a purchase with us during the last 36 months. You will then need to reapply if you wish to remain a member.</p>
<b>Retention time</b>	

## 7. Customer analysis

For certain purposes, we perform analyses and produce basic data based on the personal data of our customers.

The analyses and production of basic data may either result in us segmenting our customer database or analysing specifically how you (the customer/member) perceive our company, our services and our products.

If we only segment our customer database, this means that we do not gain any significant customer insight about you specifically. Segmentation is about gaining better insight into how different customer groups experience our services and products. In these cases, we use limited customer data, such as purchase history, age and postcode.

For certain marketing, user experience, and when we provide benefits and offers to our members or give our members a personalised experience of our services, we use additional personal data in order to enable us to customise our offer for you. We naturally want you to receive the benefits, offers, ads and other tips that are relevant to you!

In order for us to ensure that you receive relevant content, we need to perform analyses based on additional personal data. This data may be related to how you use our websites and other digital channels (e.g. which pages and parts of pages you visited, and which searches you made), your purchase and order history, age, location, stated customer choices (e.g. products/services, sectors), language and other technical settings, as well as location information or results of customer satisfaction or market surveys. We may

also supplement our data with data from other sources (e.g. other companies) in order to obtain the best possible picture of your interests and preferences.

*We have great respect for your privacy and we do not want to process your personal data for customer-specific analyses if this makes you feel uncomfortable.* However, we hope that you feel that the benefits, offers and personal content we provide for you are so worthwhile that you allow us to continue to process your personal data for these purposes.

If you would like us to stop using customer-specific analyses, you can always object to our marketing to you as our customer/member (including our customer-specific analyses, i.e. profiling). As a member, you are entitled to leave our customer club at any time and we will then cease our specific analyses about you. Unfortunately, exercising your right to object to our processing will mean that you lose your personal benefits and offers, and your personal content. Your user experience of our services may also be adversely affected.

## 8. How we disclose your data to other companies

Sometimes we will need to disclose your data to other companies. These companies may either act as data processors on our behalf or as independent data controllers for their processing. If they are acting as data processors, they may only process your personal data in accordance with our instructions.

Categories of companies that act as data processors on our behalf:

- Marketing service providers
- Service providers that help us to adapt our services based on our users' experience of those services
- The supplier of our e-commerce solution.

Categories of companies that are independent data controllers:

- Shipping agents
- Payment solution partners
- Social media platforms, e.g. Facebook or Instagram
- Analytics providers e.g. Google
- Service providers that help us to adapt our services based on our users' experience of those services.

We will share your data with the different concepts within the Stadium Group. The Stadium concepts consist of Stadium and Stadium Outlet. The data will then be used for the same purpose for which it was collected.

## 9. Transfer of personal data to a third country

Sometimes we may be required to transfer your personal data to a country outside the EU/EEA. This may be when we disclose your data to other companies in accordance with Section 8. We only disclose your personal data to a country outside the EU/EEA if there are sufficient guarantees that your personal data will be managed in a satisfactory way.

To protect your personal data when we transfer it, we take all reasonable legal, technical and organisational measures to ensure that the level of protection is the same as within the EU/EEA. In cases where personal data is processed outside the EU/EEA, the level of protection is guaranteed either by a decision from the EU Commission that the country in question ensures an adequate level of protection or through the use of what are known as appropriate safeguards. Examples of appropriate safeguards are an approved code of conduct in the recipient country, standard contractual clauses, binding internal company rules, or if the EU Commission has decided that the country fulfils an adequate level of protection (e.g. when a company in the USA is certified in Privacy Shield). You can obtain a copy of the safeguards by contacting us.

## 10. How we use cookies

Cookies are small text files that are sent by our web server and stored on your browser or device. The cookie itself does not contain any personal information, such as your email address or your name, but is only used to make it easier for you to use our website. Nor will it affect your computer in any way. On [\[insert link to website\]](#) we use the following cookies:

- Session cookies (a temporary cookie that expires when you close your browser or device)
- Persistent cookies (cookies that remain on your computer until you delete them or they expire)
- First-party cookies (cookies set by the website you are visiting)
- Third-party cookies (cookies set by a third-party website.)
- Similar technologies (technologies that store information on your browser or device in a way that is similar to cookies).

Cookies are used, among other things, to enable us to provide our website and improve its performance.

Name	Issuer	Purpose of processing	Retention time
[Name of cookie]	[Name of issuer]	[Example: Gives each visitor's browser a	[Example: Session (visit)]

unique session ID that is used to identify the session during the visit.]

**Cookies are also used for certain purposes listed under Section 5:**

5.1 Online orders

Name	Issuer	Purpose of processing	Retention time
[Name of cookie]	[Name of issuer]	[Example: Remembers which products the user has added to their shopping basket.]	[Example: 10 days]
[Name of cookie]	[Name of issuer]	[Example: Remembers the user's personal data throughout the ordering process]	[Example: Session (visit)]

5.3 Customer service cases

Name	Issuer	Purpose of processing	Retention time
[Name of cookie]	[Name of issuer]	[Example: Enables contact with the company via contact form.]	[Example: Session (visit)]

5.4 Marketing and communication

Name	Issuer	Purpose of processing	Retention time
[Name of cookie]	[Name of issuer]	[Example: Remembers which products you have added to your shopping basket.]	[Example: Session (visit)]
[Name of cookie]	[Name of issuer]	[Example: Enables us to send you information about forgotten products in	[Example: 10 days]

[Name of cookie]	[Name of issuer]	your shopping basket.] [Example: Measures and analyses the effectiveness of advertising campaigns, e.g. which version of a marketing mailout has given the best results.]	[Example: 30 days]
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5.5 Your user experience

Name	Issuer	Purpose of processing	Retention time
[Name of cookie]	[Name of issuer]	[Example: Offers a search function to the user and shows products that the user is searching for.]	[Example: Session (visit)]
[Name of cookie]	[Name of issuer]	[Example: Remembers the geographical location specified by the user, with the aim of redirecting the person to the user's selected country-specific page in order to meet the requirements of the Geoblocking Regulation.]	[Example: Session (visit)]

5.8 Developing and improving our business, our products and our services

Name	Issuer	Purpose of processing	Retention time
[Name of cookie]	[Name of issuer]	[Example: Enables different types of customer surveys, such as surveys about the user's experience on the website or	[Example: Session (visit)]

[Name of cookie]	[Name of issuer]	<p>what they think about our products and services.]</p> <p>[Example: Measures and analyses e.g. visitor flows and conversions on own website, such as evaluation of which keywords the user has entered in the search engine and which have resulted in traffic to the company's website.]</p>	[Example: 1 year]
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#### 6.4 Unique offers and discounts

Name	Issuer	Purpose of processing	Retention time
[Name of cookie]	[Name of issuer]	<p>[Example: Remembers which products you have added to your shopping basket.]</p>	[Example: Session (visit)]
[Name of cookie]	[Name of issuer]	<p>[Example: Enables us to send you information about forgotten products in your shopping basket.]</p>	[Example: 10 days]
[Name of cookie]	[Name of issuer]	<p>[Example: Measures and analyses the effectiveness of advertising campaigns, e.g. which version of a marketing mailout has given the best results.]</p>	[Example: 30 days]

#### Can I block the use of cookies?

You can change the settings for the use and scope of cookies in your browser. You can read more about how to change the cookie settings in your browser or device settings. Please note that some of our services may not work if you block or delete cookies. You can read more about cookies on the Swedish Post and Telecom Authority website.

## 11. Remember your rights!

When we process your personal data, you have certain rights. Here is a review of what these rights are, what they mean and **how you exercise them**.

<p><b>Your right of access</b></p>	<p>We strive to be transparent about how we process your data. If you wish to gain insight into the personal data processing that we perform in relation to you, you have the right to request access to your data. If we receive a request for access, we may ask for additional data to ensure that we disclose the data to the right person.</p>
<p><b>Your right to rectification</b></p>	<p>Do we not have your most recent data or are we processing incorrect data about you? In this case, you can request that your personal data be rectified.</p>
<p><b>Your right to erasure and restriction</b></p>	<p>You have the right to request the erasure or restriction of your personal data, e.g. if you believe that your personal data is being processed in contravention of applicable law.</p>
<p><b>Your right to object to our processing (including the right to object to direct marketing)</b></p>	<p>You have the right to object to our processing (e.g. the processing based on our legitimate interests). Your personal data may not be processed for direct marketing purposes if you object to such processing. If you object to our direct marketing, we will stop sending you all kinds of mailouts.</p> <p>If you still want to receive mailouts in certain channels, you do not need to object to all types of marketing. In these cases, you can choose to only receive offers from us in the channels of your choice, e.g. by email but not text message.</p>
<p><b>Your right to withdraw your consent</b></p>	<p>Have you given your consent to any processing that we perform? In this case, you have the right to withdraw that consent at any time. When you withdraw your consent, we will not collect new data about you for the purpose to which you consented, but we will still be entitled to process the data we collected about you before you withdrew your consent.</p>
<p><b>Your right to data portability</b></p>	<p>For the processing that we perform based on our agreement with you, you can request that the data you have provided is transferred to another data controller (known as data porting).</p>
<p><b>Your right to lodge a complaint with the supervisory authority</b></p>	<p>If you believe that we are processing your personal data incorrectly, you will also be entitled to lodge a complaint with the Swedish Data Protection Authority.</p>

### **How do I exercise my rights?**

If you would like to exercise any of your rights, please contact us. You will find our contact details under Section 12.

## **12. Contact us**

We aim to provide you with easy-to-understand information about how we use your personal data at all times. If you still have questions about how we use your personal data, you are most welcome to contact our customer service.

Tel: +46 771 499 499

Opening hours: Monday to Friday 9 am to 8 pm, Saturday and Sunday 10 am to 6 pm