



# **HEYSON'S PRIVACY POLICY**

## **Hedson Technologies AB takes the privacy of visitors to this website seriously.**

Hedson and its group companies (Hedson or We) take the privacy of the visitors to our websites and the users of the services offered by Hedson on these websites, our apps, our platforms in social media and our customer service (the Digital Channels) seriously.

Our objective is that you should feel confident that your privacy is respected, and your personal data is processed correctly. We ensure that personal data processed by Hedson is processed solely for its pre-defined purposes and is protected against unauthorized access. All personal data processing by Hedson complies with the applicable data protection legislation. The General Data Protection Regulation (GDPR) applies in the EU/EEA from May 2018.

This privacy policy applies generally to all Hedson's digital channels. If another, more specific, privacy policy is published on a digital channel which is provided by an affiliate or another legal entity within the Hedson Group, that privacy policy takes precedence over this privacy policy.

In addition to the personal data processing through Hedson's digital channels, we also process your personal data, in your capacity as both sender and recipient, when we perform the services offered by Hedson via its digital channels and other channels. If the terms of any of these services contain more specific provisions on personal data processing, these terms take precedence over this privacy policy for that specific service.

### **WHAT IS PERSONAL DATA AND WHAT IS PROCESSING OF PERSONAL DATA?**

Personal data is any information that directly, or indirectly with other information, may be used to identify a living natural person. This means that a range of different types of information, such as but not limited to name and contact details, IP addresses, competition entries, selections and behaviour, is considered to be personal data.

Processing is everything that is done with the personal data. Any action taken with the personal data, irrespective of whether the action is automated or not, such as but not limited to collection, registration, organization, structuring, storing, adaptation or modification, compilation, reading, use, disclosure through transfer, dissemination or other provision, adjustment or assembling, restriction, erasure or deletion.

### **HEYSON'S PROCESSING OF PERSONAL DATA**

**What categories of personal data are processed and when is personal data deleted?**

When you visit or use one of our digital channels or its services, or communicate with us in our digital channels, we may collect information about you, for example name, address, postal address, email address, phone number, identification information, information on your use of Hedson's services and products, transaction data and, for certain services, photos and location data. Furthermore, Hedson may collect technical information about the device you are using to obtain access to Hedson's digital channels, for example IP address, unique device ID, type of web browser and cookie information. The data mentioned here may be collected when you submit your personal data in different forms in our digital channels or their services, communicate with Hedson and others via Hedson's platforms in social media, submit feedback in our contact forms or by telephone, download reports from Hedson's websites or register for events organized by Hedson.



— PERFORMANCE ABOVE ALL —

If you participate in contests and other marketing activities that we organize, your entry and other personal data that you choose to submit to us may be processed.

When you contact us through customer service functions in our digital channels, for example when making a complaint or return, we will process your contact details and case information.

If you visit us or communicate with us through our social media accounts, i.e. third-party platforms such as Facebook and Twitter, Hedson may receive information on your profile and your interactions on such platform from the third-party platform provider.

Hedson has placed cookies on several of our digital channels. These are used to collect information on how you use the digital channels.

Hedson will only process personal data for as long as it is necessary to fulfil the purposes of the processing or to fulfil Hedson's legal obligations.

### **LEGAL BASIS AND COMPELLING INTERESTS FOR DATA PROCESSING**

Hedson will always comply with applicable data protection legislation when processing your personal data. We process your personal data when this is necessary to perform an agreement with you or to respond to a customer service request you have made, and when we have a legitimate and compelling interest in processing your personal data, for example an interest in marketing ourselves to visitors to our digital channels or an interest in developing our digital channels. If Hedson's processing of personal data requires your consent, we will obtain your prior consent to such processing by having you actively tick a box.

### **EXTERNAL LINKS**

This privacy policy applies to data that Hedson processes about you within the scope of our digital channels. Hedson's digital channels may sometimes contain links to external websites or services which are beyond Hedson's control. If you follow a link to an external website, you are urged to review the principles for data processing and cookies applicable to the website in question.

### **RIGHT OF ACCESS TO DATA AND THE RIGHT TO COMPLAIN**

In accordance with applicable data protection legislation, you are entitled at any time to request access to the personal data concerning you which we process, to have incorrect personal data rectified, to request that Hedson cease its processing of your personal data, to have the processing of your personal data limited, to exercise your right to data portability and to object to our processing of your personal data. Please contact Hedson at the address set forth in the section below if you wish to exercise any of these rights.

You are also entitled at any time to complain to the applicable supervisory authority if you believe that our processing of your personal data is in breach of applicable data protection legislation.

### **CONTACT INFORMATION**

The Hedson entity listed as the responsible entity for the digital channel in question is the controller of personal data processed in relation to that digital channel. Where applicable, other legal entities within the Hedson Group may also be controllers for personal data processing in accordance with the terms of the respective service or function. If you have questions about Hedson's processing of your personal data, or if you want information on and contact details for the data controllers in other companies within the Hedson Group, please contact Hedson's Data Protection Officer via email: [info@hedson.com](mailto:info@hedson.com)

### **AMENDMENTS TO THIS PRIVACY POLICY**

Hedson may, from time to time, amend this privacy policy. The current version of the privacy policy is always available on Hedson's websites.

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