

1 PURPOSE

At Cromocol Scandinavia AB, with org.nr 556848-0858 (hereinafter "the company", "we", "us" and "our") we protect your personal privacy and always strive for a high level of data protection. This privacy policy is aimed at you who visit and contact us on our website, represent an existing or potential customer, receive newsletters / marketing mailings or participate in events. The purpose of this policy is how you will know how we collect and use your personal information. It also describes what rights you have and how you can use them.

2 BACKGROUND

2.1 What is personal data and processing?

Personal data is information about an identified or identifiable natural person. An identifiable natural person is a person who can be identified, directly or indirectly, by a name, social security number, location data, an IP address or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Processing of personal data is everything that happens with the personal data. Any action taken with personal data constitutes processing, regardless of whether it is carried out by automated means or not. Examples of common processing are collection, registration, organization, structuring, storage, processing, transfer and deletion.

2.2 Why we collect your personal data

We collect your personal data only when we have a legal basis for doing so. We may need your personal data to comply with agreements or laws and to perform customer and market analyses. We may also need your personal data to provide you with good service, for example in terms of marketing, follow-up and information. For each specific processing of personal data where we collect personal data from you, we inform you about the processing of personal data.

Cromocol Scandinavia AB GDPR Policy

2.3 Where do we process your personal data

We strive to process all data within the EU, but may in some cases transfer personal data to recipients in countries outside the EU/EEA and that do not have the same level of protection for personal data as within the EU. To ensure that personal data is adequately protected, we will take the necessary measures, e.g. by entering into the EU Commission's standard contractual clauses or ensuring that there are other appropriate safeguards in place.

2.4 How long do we save your personal data?

We save your information as long as the information is necessary to fulfill the purposes for which the data was originally collected and we also have clear deletion routines set up. The data may also be saved as long as required by applicable legislation.

Further information about storage time is given at the start of specific personal data processing and if you have questions about processing times, you are welcome to contact us at info@cromocol.se

3 GUIDELINES

3.1 What personal data do we process?

We process personal data only when we have a legal basis. Here are examples of personal data we process:

- Name
- Address
- E-mail address
- Telephone number
- Information that you have registered yourself and voluntarily provided.
- Content that you publish yourself, so-called user-generated content.

More information about the processing of personal data can be found in section "3.2 – How do we access your personal data?".

Cromocol Scandinavia AB GDPR Policy

3.2 How do we access your personal data?

In those cases, your consent is required or otherwise appropriate before we start processing your personal data. You have the right to withdraw your consent at any time. We will then no longer process your personal data or obtain new ones, provided that it is not necessary to fulfill our obligations under contract or law. When we enter into an agreement, you also consent to us processing your personal data.

We also access your personal data in the following ways:

- **To communicate with and answer questions from you**

Purpose: We process your personal data for the purpose of communicating with you and answering questions from you when you interact with us, e.g. if we receive a question from you regarding our range of services.

Categories of personal data: We collect your name, email address, address, telephone number (work) and other information that you provide to us (e.g. department affiliation and job title).

Legal basis: The legal basis for this processing is a balance of interests to satisfy our legitimate interest in being able to communicate with you and handle questions from you.

Storage period and/or criteria: We process your personal data for as long as it is necessary to fulfill our purpose and will then delete the personal data, unless we have another purpose according to this privacy notice.

- **Carrying out surveys and surveys**

Purpose: We process your personal data when you respond to surveys or participate in surveys.

Categories of personal data: We collect your name, email address, address, telephone number (work) and other information that you provide to us (e.g. in free text fields).

Legal basis: The legal basis for this processing is a balance of interests to satisfy our legitimate interest in being able to understand how our products and services should be designed to meet existing and potential customers' needs.

Storage period and/or criteria: We process your personal data for as long as it is necessary to fulfill our purpose and will then delete the personal data, unless we have another purpose according to this privacy notice. As an existing or potential customer, you always have the opportunity to decline to participate in surveys or surveys.

Cromocol Scandinavia AB GDPR Policy

- **Use, troubleshooting and keeping statistics for our website**

Purpose: We process certain information about website visitors in order to use our website as intended, to keep statistics and perform troubleshooting.

Categories of personal data: Personal data is collected via cookies and consists e.g. of IP address, device model and data traffic source (e.g. if you clicked through to our website through campaigns).

Legal basis: We process such personal data based on our legitimate interest in being able to improve the website. You can object to this processing at any time by adjusting your cookie preferences.

Storage period and/or criteria: Unless you have adjusted your cookie preferences, we process your personal data for as long as necessary to fulfill our purpose and will subsequently delete the personal data, unless we have another purpose according to this Privacy Notice.

- **Contact with you as a representative of a potential customer**

Purpose: In order for us to be able to market our services, identify new customers and create quotes in our sales process, we process your personal data as a representative of a potential customer. For example, we use compilations of public registers and databases as well as social media to identify representatives of potential customers.

Categories of personal data: We collect name, e-mail address, address, telephone number (work) and information about department affiliation and position. We also note if there is interest from you.

Legal basis: We base this processing, after a balance of interests, on our legitimate interest in identifying new customers in order to market our service offering to them.

Storage period and/or criteria: The personal data is saved in our CRM and quotation systems or similar. As a representative of a potential customer, you can always ask us to unsubscribe.

- **Marketing mailings**

Purpose: We process personal data to offer information and news mailings to representatives of existing and potential customers. Personal data is collected directly from representatives of existing and potential customers, e.g. in connection with events, through cookies or through public registers and databases. The information is provided by telephone, letter, e-mail, SMS and/or equivalent contact channels, as well as through advertising.

Cromocol Scandinavia AB GDPR Policy

Categories of personal data: Personal data processed is name, e-mail address, address, telephone number (work) and information about department affiliation and position. We process

also information about website visitors' usage, clicks on the website, traffic data (IP address and device model) and data traffic source (e.g. if you clicked through to our website through campaigns) through cookies to optimize marketing.

Legal basis: The legal basis for this processing is our legitimate interest in being able to provide information about and market our services.

Storage period and/or criteria: The personal data will be saved until the purpose of these is fulfilled. You can always ask us to unsubscribe. We will then stop processing your personal data for this purpose.

- **Implementation of marketing activities and events**

Purpose: We may contact you as a representative of existing or potential customers in order to invite you to marketing activities (events, lectures, seminars, courses or similar). We process personal data to the extent necessary to carry out the activity, to follow up participation and to be able to target marketing.

Categories of personal data: We process your name, e-mail address, address, telephone number (work) and other relevant contact details that you have provided to us, which we have collected from public registers and databases, or from our CRM systems if you are an existing customer representative, in order to be able to send out notices, list of participants and material before and after the activity.

Legal basis: We process your personal data according to our legitimate interest in being able to inform about events that we organize, carry out the event and to be able to direct offers of our services to the participants.

Storage period and/or criteria: We process your personal data for as long as it is necessary to carry out the event. The participant list is saved for administration and follow-up so that we can target marketing to participants about our services. You may object to our processing of your personal data for this purpose at any time and we will then stop processing your personal data, unless we have a different purpose as set out in this Privacy Notice.

Cromocol Scandinavia AB GDPR Policy

4 WHO MAY WE SHARE YOUR PERSONAL DATA WITH?

In cases where necessary, we share your personal data with companies that in one way or another are suppliers to us. These suppliers are called data processors. A personal data assistant is a company that processes personal data on our behalf and according to our instructions.

When your personal data is shared with data processors, it is only for the purposes we have specified. We check all data processors to ensure that they can provide sufficient guarantees for the security and confidentiality of personal data. We have written agreements with all data processors in which they guarantee the security of the personal data processed and undertake to comply with our security requirements as well as restrictions and requirements regarding the international transfer of personal data.

We never pass on your personal data to any other third party.

5 YOUR RIGHTS

You have certain rights related to how we process your personal data, namely:

- **Right of access (so-called register extract) - you** have the right to request information about what personal data we process about you, e.g. by requesting a so-called register extract.
- **Right to rectification** - if you believe that personal data about you is incorrect or incomplete, you have the right to request correction of or supplement your personal data.
- **Right to object** - in some cases you have the right to object to our personal data processing. The right to object applies when personal data is processed in the context of a balance of interests and we will not continue with the personal data processing unless we have reasons that outweigh your privacy interest.
- **Right to restriction of processing - you** can request restriction of processing if, for example, you believe that the personal data is incorrect. In such cases, you can also request that the processing of the data be restricted while the accuracy of the data is being investigated.
- **Right to erasure - you** can in some cases request that the personal data be deleted, e.g. if they are no longer necessary for the purpose for which they are processed or if you consider the processing to be incompatible with applicable data protection legislation.

Cromocol Scandinavia AB GDPR Policy

- **Right to data portability - you** also have the right in some cases to receive the personal data concerning you in a structured, commonly used and machine-readable format (data portability) for transfer to another personal data controller.
- **Right to withdraw your consent** - you can, at any time, withdraw a consent and we will then stop processing the personal data for that purpose.
- **Right to object to processing for direct marketing purposes** - you can, at any time, unsubscribe from mailings by notifying us or, if possible, clicking on an unsubscribe link in the mailing.

If you have any questions about the rights of data subjects or if you wish to exercise your rights, please contact info@cromocol.se

6 COMPLAINT

If you believe that Cromocol Scandinavia AB is not handling your personal data correctly, you always have the right to file a complaint regarding Cromocol Scandinavia AB's personal data processing to the Swedish Authority for Privacy Protection (IMY). More information is available on the Swedish Authority for Privacy Protection website <https://www.imy.se>

7 CHANGES TO THIS PRIVACY POLICY

Cromocol Scandinavia AB reserves the right to update or change this policy at any time and you should regularly visit this website to get the latest version.

8 RESPONSIBILITY

Cromocol Scandinavia AB, org.nr 556848–0858 is the data controller, which means that we are responsible for how your personal data is processed and that your rights are safeguarded

If you want or need to get in touch with Cromocol Scandinavia AB regarding privacy and data protection issues, please contact us at info@cromocol.se