

## **PRIVACY POLICY**

### **GDPR (general data privacy regulations)**

We at ConEra protect you as a customer, which means, among other things, that we handle your personal information in a manner that considers your privacy. This Privacy Policy describes the personal information we collect from you through our interactions with you and how we use these data. The Privacy Policy also describes your rights to us and how you can assert your rights.

You can always contact us if you have questions about privacy and personal data processing by sending an e-mail to [info@conera.se](mailto:info@conera.se) or calling us at +46 (0) 31 84 04 50

### **WHAT IS PERSONAL DATA AND WHAT IS A TREATMENT OF PERSONAL DATA?**

Personal data are all kinds of information that can be linked directly or indirectly to a person in your life. Examples of personal information are name, social security number, address, e-mail address, phone number, image, purchase history, etc. A processing of personal data involves e. g. collection, processing, modification, storage, reading, retrieval, unidentification or deletion.

### **HOW DO WE USE PERSONAL DATA?**

We use personal data to conduct our business and deliver the products and services we provide. In addition, we use personal information for marketing activities.

The personal data will be retained until our business has been completed, including delivery and payment, and for a period of 36 months thereafter to deal with any complaints and warranty matters.

ConEra processes personal data for the purpose of selling products, such as to manage purchases, orders, and payments. The processing is necessary to complete the contract with you. If the information is not provided, our commitments can't be fulfilled and we are therefore forced to refuse your purchase. The personal data being processed are identity data, such as name, contact details, e. g. phone number, payment information, e.g. credit card number, validity date and CVV code, as well as purchase information, such as ordered products and order sums.

ConEra handle personal data in order to handle customer service issues, such as to communicate with you and answer requests that come into customer service or other digital channels (including social media) and investigate complaints and support cases. The processing is necessary to meet our and your legitimate interest in handling customer service issues. The personal data being processed are identity data, such as name and social security number, contact details, e. g. address, e-mail address and telephone number, correspondence with you and purchase information, such as indication of date of purchase, article number and complaint or case itself. The personal data will be retained during the case management period and for a period of 6 months thereafter in order to respond to the case if there are any follow-up questions from the customer about how the case was handled.

ConEra process personal data for the purpose of fulfilling legal obligations such as complying with applicable legislation, such as accounting law and GDPR. The personal data being processed are identity data, such as name, contact details, e. g. address, purchase information, e.g. purchase date, item number and order amount. Personal data are kept for 7 years according to the Accounting Act.

ConEra deals with personal data in order to market our products e. g. to communicate relevant information about our products and services to you. The processing is necessary to meet our and your legitimate interest in marketing our products and offers. The personal data being processed are e.g. name, e-mail address, address and telephone number. The personal data will be retained during the customer relationship or until you announce that you no longer wish to receive such communications.

## **HOW DO WE COLLECT PERSONAL DATA?**

We receive certain personal information directly from you, for example, when you create an account in one of our webshops, subscribe to a newsletter, sign up for an event, purchase a product, or contact us for customer service. We collect a part of your personal information by registering how you interact with our website, for example using technology as cookies.

Sometimes we also collect personal data from third parties. Examples of third-party sources, which may vary over time, are payment transaction providers, service providers who provide data to allow us to customize our promotion, as well as partners we collaborate to arrange events.

## **RECEIVER OF PERSONAL DATA AND INTRODUCTION TO PARTICIPATE YOUR PERSONAL DATA**

We will not sell or rent out your personal information to other companies. We transfer to, or share your personal information with, selected recipients if necessary for the purpose for which the information has been collected, for example, to provide a product or service that you have requested.

Personal Data Advisers are companies that process personal data on our behalf and on following our instructions. These companies must comply with our security requirements in terms of technical and organizational measures associated with processing and are not permitted to use personal data for other purposes. We also transfer your personal data with companies or authorities that are independent personally responsible, that is to say, determine the purpose and means of processing your personal data. When your personal information is shared with a company or authority that is an independent personally responsible person, their privacy policy applies.

ConEra shares your personal information with suppliers or subcontractors to fulfill agreements with you and for other purposes as set out in this privacy policy. We share your personal information with companies that help us with marketing and IT services. When providing personal information for a purchase, we share these with banks and other payment transaction and financial service providers. We also hire companies to provide delivery of products that need access to personal data in order to provide these services. We may also provide personal information to the authorities if we are required to do so by law.

## **HOW TO CHECK AND TAKE PART OF YOUR PERSONAL DATA?**

You may access all of your personal information collected by ConEra by contacting us by phone or the address provided in the Contact Us section below. We respond to requests for access or deletion of your personal information within 30 days. If you have an account in one of our webshops, you can also review and modify many of the personal information you submitted to ConEra directly in your account in the webshop.

## HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We save your personal information in a form that allows identification of you only for the purpose of the treatment. We process and save your personal information as long as it is necessary to fulfill our agreed commitments to you. We also save your personal information for other purposes, such as accounting, fraud prevention or money laundering. For this purpose, personal data is stored for as long as is necessary for the purpose or required by applicable law.

## WHAT RIGHTS DO YOU HAVE?

**Right of access:** You are entitled to receive information about what personal data ConEra keeps of yourself, including the purposes of the treatment, the recipients or categories of recipients to whom the personal data have been provided or to be disclosed, as well as a copy of the personal data that is under treatment. No charge will be involved to get this information. For any additional copies that you request, ConEra may charge a reasonable fee to cover the administrative costs. Please note that if you request access to your personal information, we may request further information about you to enable effective handling of the request and to provide the personal information to the correct person.

You are entitled to receive incorrect personal information concerning your rights. You can also correct incorrect or incomplete information about yourself.

You are entitled to delete your personal data without undue delay if any of the following conditions apply:

- If the data is no longer needed for the purposes for which they were processed
- If your treatment is based solely on your consent and you revoke your consent
- If the treatment is for direct marketing and you oppose that the data is processed for this purpose
- If you oppose data processing that takes place after an interest weighing and there are no legitimate reasons that weigh heavier than your interest
- If the personal data have been processed illegally
- If deletion is required to comply with a legal obligation

ConEra may, however, refuse to comply with a request for deletion when processing personal data for the following reasons:

- To exercise the right to freedom of opinion and information
- To fulfill a legal obligation
- In order to determine, enforce or defend legal claims

In these cases, we ensure that the personal data we process or are required to store are no longer used for other purposes.

**Right to object:** You are entitled to object to the processing of your personal data at any time based on ConEra's legitimate interests. In that case, we will no longer be able to process your personal data unless we can demonstrate legitimate reasons that weigh heavier than your interests or whether the treatment is for the purpose of determining, exercising or defending legal claims.

**Right to limit treatment:** You are entitled to require that our processing of your personal data will be restricted if any of the following options apply:

- You contest the correctness of personal data for a time that allows us to check if the personal information is correct.
- The processing is illegal and you oppose the removal of personal data and instead request a restriction of their use.
- We no longer need personal data for the purposes of the treatments, but you need them to determine, enforce or defend legal claims and request that we not delete them.
- If you have objected to the processing of your personal data, you may request a limitation of treatment for the time we need to check whether our legitimate reasons weigh heavier than your legitimate reasons for termination of treatment.

If the treatment has been restricted in accordance with any of the above options, we may only process, in addition to storage, the personal data with your consent or treat them to determine, claim or defend legal claims or to protect any other natural or legal person's rights.

The right to file a complaint with a supervisory authority: You have the right to or obtain information about how to exercise your rights or to lodge complaints regarding the processing of your personal data by contacting the supervisory authority in your home country.

## **HOW DO WE USE COOKIES AND OTHER SIMILAR TECHNIQUES?**

ConEra use cookies and similar techniques to provide its website and to facilitate data collection. Cookies are small text files that are transferred to your device. The site uses two different types of cookies: temporary cookies that are only stored temporarily and disappear when you close your browser, and lasting cookies saved for future visits. We use cookies to analyze the performance of the site, customize it according to your preferences and to analyze your use of the services. We also use cookies to target relevant marketing to you. The site's functionality is to some extent dependent on temporary cookies, for example, to facilitate navigation on the site and in the online store.

You can change the settings in your browser or device to manage the usage and scope of cookies. Use the help feature in your browser or device to learn more about changing these settings. For example, you can choose to block all cookies, accept only first-party cookies, or delete cookies when you close your browser. Please note that some features on our site will not work properly if you block or delete cookies.

## **CONTACT US**

ConEra AB, registered with the Swedish Companies Registration Office, with organization number 556621-8656 and the address Marieholmsgatan 54, 415 02 GÖTEBORG, is personally responsible for processing your personal information. We comply with Swedish data protection legislation. Comments or questions regarding this Privacy Policy or questions regarding ConEra's processing of your personal information can be sent to:

ConEra AB  
Att: Customer Service  
Marieholmsgatan 54,  
415 02 GÖTEBORG  
info@conera.se  
Phone: +46 (0) 31 84 04 50

The privacy policy was updated by 24.08.2018.