

## **PRIVACY POLICY – AB REGIN**

Data privacy is of high importance to Regin and we want to be open and transparent with our processing of your personal data. We therefore have a policy that defines how your personal data will be processed and protected.

### **Who is the controller of your personal data?**

The Swedish company AB Regin is the controller of the personal data you submit to us, as well as responsible for your personal data under applicable data protection law.

### **Where do we save your personal data?**

The information we collect from you is saved on servers located within the European Economic Area (EEA).

### **Who has access to your personal data?**

Your data may be shared within the Regin group (for information on companies in the Regin group, [click here](#)). We will never pass on, sell or trade your data to any third party outside of the Regin group for marketing purposes. Any data forwarded to third parties is only used to provide you with our services.

### **On what legal basis do we process your data?**

Every time we process personal data collected from you, we will inform you whether the provision of personal data is statutory or required to enter a contract and whether it is an obligation to provide the personal data and possible consequences if you choose not to.

### **What are your rights?**

#### ***Right of access:***

You have the right to request information on personal data we have collected from you at any time. To do so, simply contact Regin and we will provide you with your personal data via e-mail.

#### ***The right to data portability:***

Whenever Regin automatically processes your personal data, either based on your consent or on an agreement, you have the right to get a copy of your data transferred either to you or to another party. This will only include the personal data you have submitted to us.

#### ***The right to rectification:***

You have the right to request rectification of your personal data if the information is incorrect. This includes the right to add or supplement incomplete or missing personal data.

#### ***The right to erasure:***

At any time you have the right to erase all personal data processed by Regin, except in the following situations:

- \* You have an ongoing matter with Customer Service
- \* You have an open order which has not yet been shipped, or partially shipped
- \* You have an unsettled debt with Regin, regardless of the payment method
- \* You are suspected or have misused our services within the last four years
- \* If you have made a purchase, we will keep your personal data in connection to your transaction for accounting purposes

#### ***Your right to deny the processing of personal data based on legitimate interest:***

You have the right to refuse processing of your personal data, based on Regin's legitimate interest. Regin will then discontinue processing the personal data, unless we can demonstrate legitimate grounds for the process which overrides your interest and rights or due to legal claims.

***Your right to opt out of direct marketing:***

You have the right to opt out of direct marketing, including profile analyses made for direct marketing purposes.

You can opt out of direct marketing by the following means:

\* Follow the instructions to unsubscribe. This function is included in every marketing e-mail.

***The right to file complaints with a supervisory authority:***

If you consider Regin to process your personal data incorrectly, please contact us. You also have the right to file a complaint to a supervisory authority.

***The right to restriction:***

You have the right to demand Regin to restrict handling your personal data under the following circumstances:

- \* If you object to a processing of your personal data based on Regin's legitimate interest, Regin will restrict all handling of such pending the verification of the legitimate interest.
- \* If you have claimed your personal data to be incorrect, Regin must restrict all processing of such data pending the verification of the accuracy of the personal data.
- \* If the processing is unlawful you can oppose the erasure of personal data and instead request a restriction in the way your personal data is used.
- \* If Regin no longer needs the personal data, but it is required for you to be able to defend yourself against legal claims.

**Responsible:**

AB Regin

Bangårdsvägen 35

428 36 Kålleröd

Sweden

Phone: +46 (0)31 720 02 00

E-mail: [info@regincontrols.com](mailto:info@regincontrols.com)

Business directory: Swedish Companies Registration Office

Company registration number: 556414-5455

Company Representative: Gunnar Åberg

VAT registration number: VAT-NR SE-556414545501

## **1. Customer Service**

**Why do we use your personal data?**

We use your personal data to manage your queries, as well as complaints and warranty issues concerning products. We further use it when conducting technical support via e-mail, chat, phone or social media. We may also contact you directly if there is a problem with your order.

**What type of personal data do we process?**

We will process all data you provide us with, including the following categories:

- \* Contact information, such as name, e-mail address and phone number
- \* Payment information and payment history
- \* Credit information
- \* Order information
- \* All relevant correspondence in the matter

**Who has access to your personal data?**

When any of your personal data is shared with a third party, the data is exclusively used to enable us to provide you with the services mentioned above.

**On what legal basis do we process your data?**

We process your personal data based on legitimate interest.

**Your right to deny the processing of personal data based on legitimate interest:**

You have the right to refuse processing of your personal data, based on Regin's legitimate interest. Regin will then discontinue processing the data, unless we can show there exists a legitimate reason for the process that overrides your interests, or which is otherwise required due to legal reasons.

## **2. Direct marketing**

**Why do we use your personal data?**

We use your personal data to send you marketing offers, information surveys, e-mail invitations, text messages, phone calls and postal mails.

To optimize your experience of Regin, we will provide you with relevant information, recommend products, as well as send you personalized offers. Some of these services are based on your previous purchases, links you have clicked and information you have shared with us.

**What type of personal data do we process?**

We process the following categories of personal data:

- \* Contact information, such as e-mail address and phone number and post code
- \* Articles and offers on which you have clicked

**Who has access to your personal data?**

When any of your personal data is shared with a third party, the data is only used to provide you with the services mentioned above. In such cases, it is shared with media agencies and technical suppliers for physical and digital direct marketing. We will never pass on, sell or trade your data to any third party outside of the Regin group for marketing purposes.

**On what legal basis do we process your data?**

Our processing of your personal data is based on your consent when you agree to direct marketing. Except for postal marketing, which also applies to catalogues which are sent to you based on our legitimate interest.

**Your right to withdraw your consent:**

At any time you have the right to withdraw your consent of our processing your personal data, as well as reject any further direct marketing.

If you choose to do so, Regin cannot send you any further direct marketing offers, nor any other information based on your consent.

**You can opt out of direct marketing by the following means:**

- \* Follow the instructions in every marketing post

**How long do we save your personal data?**

We will keep your personal data for direct marketing purposes until you withdraw your consent.

In the case of e-mail marketing we will view you as an inactive customer if you have not opened any e-mail message within the last year. After this time period, all your personal data will be deleted from our e-mail database.

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### **3. Cookies**

*A cookie is a small text file which is saved on your computer or mobile device, to be retrieved later as needed during subsequent visits to the web site. When you use our services, we automatically assume you approve the use of cookies.*

#### **How do we use cookies?**

We use permanent cookies to save your choice of start page and to save your search history. We use session cookies, for instance when you use the product filtering function. We use both first- and third-party cookies to collect statistics and user data in both aggregated and individual form for analyses and to optimize our website, as well as to show you relevant marketing material. Some third-party cookies are set by services displayed on our website, but which are outside our control. They are set by social media providers, such as Twitter, Facebook and Vimeo, and give users the possibility to share content in such a way as is indicated by their respective icons.

We further use third party cookies which perform cross-site tracking in order for us to give you marketing in other websites and/or channels.

#### **Who has access to your personal data?**

Any data forwarded to third parties is only used to provide you with the services mentioned above, or to provide information to analysis tools, or to optimize our website to present relevant material to you.

#### **How long do we save your personal data?**

Regin does not save your personal data. You can easily delete all cookies from your computer or mobile device using your browser. For instructions on how to delete cookies, select the "Help" option in your web browser. You can choose to disable cookies completely, or to receive a notification every time a new cookie is sent to your computer or mobile unit. Please note that if you choose to disable cookies, you will no longer be able to make use of all functions on our website.