



## Privacy policy

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### The organisation and its contact details

Hugo Tillquist AB is the personal data controller responsible for processing personal data within the scope of our operations. We care about you and your privacy, and commit to respecting and protecting your personal data in accordance with applicable laws and industry standards. We have compiled the following information to help you understand how we collect and use your data. You are always welcome to contact us with any questions, concerns or inquiries regarding how we process your personal data.

#### Contact Information:

Hugo Tillquist AB, Box 1120, 164 22 Kista, Sweden

E-mail: [gdpr@tillquist.com](mailto:gdpr@tillquist.com)

Telephone: +46 8 594 632 00

### The data we collect

It is important to us that you know what data we collect about you and how we collect it. We may collect personal data in the following ways:

You may, directly or indirectly, provide us with information about yourself when you contact us or when we contact you, or when you use our products and services. Data that we may collect in these contexts includes: your name, your company name, your contact details, information needed for billing (if applicable) and any additional information you provide to us.

When you use our services it may mean that, in addition to the information you provide as above, we also collect the following data about you and your activities:

- **Information about what products/services** you order from us
- **Information about your computer/mobile device**, such as your IP address, device identifier, choice of browser, language selection, what server your device is logged in to and operating system information
- **Information about your geographical location**
- **Information on how you interact with us and use our services**  
This may be, for example, information about response times on different pages, what content and pages we have displayed to you, whether you have shown interest in any particular content by, for example, downloading material etc. We collect all this information to learn more about what information is of interest to you and to improve our products and services

## The purpose and legal basis for processing personal data

### Legitimate interests

We need to process your personal data in order to be able to administer your expressions of interest. The legitimate interest assessments we conduct are documented so that we can

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show how we relate to and take into account your interests, rights and freedoms as an individual.

### Agreements

The information you provide to us, as well as information about what products and services you use and buy, as well as billing and payment information (when applicable) is normally required to enter into an agreement with us.

In addition to the information above, we may also ask for some other information that can help us make your visit to our website better and our communication as effective as possible. This may, for example, be information that relates to your professional interests/preferences. We will only collect such supplementary information when you provide us with it.

We use the personal data we collect as follows:

- To register you as a customer (when applicable)
- To share information with you about products or services that you request and order, and to enable billing
- To optimise your experience of our website and offer better service, for example by personalising the content to your specific needs and requirements through Google Analytics and AdWords. (Please note that you may choose to turn off this content personalisation and targeted advertising at any time)
- To process job applications (when applicable)
- For marketing purposes. These could be activities related to market research or various campaigns in the form of direct marketing. You can contact us at any time and request that your information no longer be used for direct marketing. To do this, click on the unsubscribe link in our e-mails or contact us directly by e-mail at [gdpr@tillquist.com](mailto:gdpr@tillquist.com)
- To communicate with you, including providing customer service, sending service messages such as notifications, confirmations and updates, and sending campaign information about new products or services that we believe may interest you

### E-mails

We take your privacy seriously. When you sign up for news from us, you can rest assured that we do not share your e-mail address with external parties or anyone outside Hugo Tillquist AB. You can opt out of our e-mails at any time by clicking on the unsubscribe link in one of the mailings.

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## How we share personal data

Hugo Tillquist AB does not share information about you with third parties unless this is required by law or directly necessary to be able to deliver or fulfil a product or service that you have requested or ordered from us.

## Personal data erasure

If we retain your personal data for other purposes that cannot be directly linked to agreements such as marketing, we will never save the data for longer than is directly necessary for the purpose.

Hugo Tillquist AB protects your personal data using both technical and organisational security measures. In order to prevent unauthorised persons from gaining access to the data and to ensure that the data we hold is correct, all our staff have personal logins for all systems. The database is technically protected through permission controls and a firewall.

## Your rights

### Right to register extracts

You have the right to receive information from us about whether we process your personal data and, if so, you also have the right to receive information on:

- The purpose of us processing your personal data
- What categories of personal data we process
- What personal data we disclose to third parties (recipients or categories of recipients) if applicable
- How long your personal data is retained and the criteria we use for data erasure
- Your rights (the right to erasure, the right to rectification and restriction of your data, the right to data portability, the right to object to processing and the right to complain to the supervisory authority)
- From what sources we obtain your personal data (when we obtain it from somewhere other than directly from you)
- Whether your personal data is used for automated decision making and what consequences this can have for you

If you would like to request information about your personal data or would like to receive a complete register extract of the data we have registered about you, please contact us by e-mail at [gdpr@tillquist.com](mailto:gdpr@tillquist.com). We will conduct an ID check before your request is processed. The request will then be processed as soon as possible, at the latest within 30 days. It does not cost anything to request and obtain a register extract. However, if you wish to request multiple copies, we reserve the right to charge a reasonable administration fee. When you submit your request electronically, you will also receive the registry extract back in digital form. This is done by e-mail.

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### **Right to rectification**

We take care to ensure that all personal data stored with us is accurate. If you nonetheless believe that we hold incomplete or incorrect personal data about you in our records, we ask that you notify us so that we have the opportunity to correct, supplement or delete the data.

### **Right to erasure**

You have the right to request that we delete your personal data under certain circumstances:

- When your personal data is no longer needed for the purpose(s) for which it was collected
- If you withdraw your consent, i.e. you no longer consent to the processing (provided that the processing is based on your consent as the sole legal basis)
- If the data is used for unwanted marketing purposes
- When your right to personal privacy outweighs our legitimate interest in continuing to process personal data about you (provided that the processing is based on legitimate interest as a legal basis)
- If we have processed your personal data in a manner inconsistent with applicable law
- If the personal data has been used to provide so-called information society services to a child

We will always erase and delete personal data when required by law. See also the section on personal data erasure.

If we are unable to comply with your request for erasure, we will notify you of this decision and inform you why. If you still want to go ahead and try to get your information deleted, you can submit a complaint to the data protection authority or bring the matter before a court.

### **Right to restrict processing**

You have the right to have the processing of your personal data restricted under certain circumstances:

- For a period while we verify that the data is correct after you have objected to the processing or questioned the accuracy of the data
- If the processing is unlawful and, despite this, you have opposed the deletion of the data and instead requested that its use be restricted
- When we no longer need your personal data for the original purpose, but it needs to be retained in order for you to establish, enforce or defend legal claims

If we restrict the processing of your personal data as described above, we will still store it but will not use it other than (i) with your consent, (ii) to establish, enforce or defend legal claims, (iii) to protect the rights of another physical or legal person, or (iv) for reasons of important public interest.

### **Right to data portability**

When we process your personal data in an automated way, either with your consent as a legal basis or to fulfil an agreement, you have the right to retrieve the personal data you have

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provided to us in a structured, commonly used and machine-readable format – known as data portability.

### **Right to object**

If you object to the processing of your personal data, including any profiling, where the purpose is legitimate interest, we will cease the processing if we are unable to demonstrate an actual legitimate reason for proceeding. We may also continue to process your personal data if necessary to establish, enforce or defend legal claims.

If the purpose of the processing is direct marketing, we will immediately cease the processing at your request.

### **Questions and complaints**

We hope that this information is useful to you and provides clarification as to why and how we process your personal data. If you have questions about how we process your personal data, please do not hesitate to contact us by e-mail at [gdpr@tillquist.com](mailto:gdpr@tillquist.com). You also have the right to submit a complaint with the regulatory authority regarding how we process your data.

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