

Privacy Policy

This Privacy Policy describes the processing of personal data in accordance with the **EU General Data Protection Regulation (EU) 2016/679 (GDPR)**.

Definitions

Data Controller

A natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.

Data Processor

A natural or legal person, public authority, agency or other body which processes personal data on behalf of the Data Controller.

Personal Data

Any information relating to an identified or identifiable natural person ("data subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, online identifier, or to one or more factors specific to that person's physical, physiological, genetic, mental, economic, cultural or social identity.

Processing of Personal Data

Any operation or set of operations performed on personal data, whether or not by automated means, including collection, recording, organisation, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment, combination, restriction, erasure or destruction.

Third Party

A natural or legal person, public authority, agency or body other than the data subject, the Data Controller, or persons who, under the direct authority of the Data Controller or Data Processor, are authorised to process personal data.

Consent Management

We have integrated the consent management tool "**consentmanager**" (www.consentmanager.net) provided by **consentmanager AB** (Håltgelvågen 1b, 72348 Västerås, Sweden, mail@consentmanager.net) on our website to obtain consent for data processing and the use of cookies or similar technologies.

Through consentmanager, you can provide or refuse consent for specific website functions, including:

- Integration of external content and services
- Embedded streaming content
- Statistical analysis and measurement
- Personalized advertising

You may grant or withdraw consent for all purposes or for individual purposes and functions. Your preferences can be modified at any time.

The purpose of integrating consentmanager is to allow users of our website to manage and control their consent preferences and to provide the possibility of modifying previously selected settings.

When using consentmanager, personal data and device-related information, such as IP addresses, are processed. The processed information may also be stored on your device.

The legal basis for this processing is Article 6(1)(c) GDPR in conjunction with Article 6(3)(a) GDPR and Article 7(1) GDPR, and alternatively Article 6(1)(f) GDPR.

By processing this information, the consent manager assists us, as the Data Controller, in fulfilling our legal obligations under the GDPR, including our obligation to document consent. Our legitimate interest lies in storing users' settings and preferences regarding cookies and related technologies.

Consentmanager stores your settings as long as they remain active. After two years, you will be asked to renew your consent preferences. The selected preferences are then stored for a new two-year period.

You have the right to object to this processing on grounds relating to your particular situation. To exercise this right, please contact mail@consentmanager.net.

Data Controller

Matronic i Sverige AB

Company Registration No.: 556440-4118

Månskärsvägen 10B

SE-141 75 Kungens Kurva

Sweden

Telephone: +46 8 556 291 00

Email: info@matronic.se

Contact for Data Protection Matters

Ulrika Croonquist

Telephone: +46 8 556 291 00

Email: info@etronix.se

Data subjects are encouraged to contact the above representative regarding any questions related to the processing of personal data or the exercise of their rights.

Legal Basis and Purpose of Processing

Personal data may be processed on one or more of the following legal grounds:

- The data subject's consent
- Performance of a contract with the data subject
- Compliance with legal obligations
- Legitimate interests pursued by the Data Controller or a third party
- Protection of vital interests

The purposes of processing include:

- Customer relationship management
 - Business partnerships
 - Marketing activities
 - Fulfilment of contractual obligations
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Personal Data Processed

The Data Controller collects only personal data that is relevant and necessary for the purposes described in this Privacy Policy.

The following categories of personal data may be processed:

- Name
- Job title/position

- Business address/workplace
- Residential address (for private customer deliveries)
- Email address
- Telephone number
- Product and technology interests
- Consents and permissions
- Purchase history

We do not store personal identity numbers (social security numbers) or dates of birth.

Disclosure of Personal Data

Personal data is not disclosed to external parties unless required by law.

In exceptional circumstances, personal data may be disclosed to public authorities where required under applicable legislation.

Protection of Personal Data

The Data Controller processes personal data in a manner that ensures an appropriate level of security, including protection against unauthorized or unlawful processing, accidental loss, destruction, or damage.

Appropriate technical and organizational measures are implemented, including:

- Firewalls
 - Data encryption
 - Secure facilities and equipment
 - Access controls
 - Careful management of user credentials
 - Staff training and guidance relating to personal data processing
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Data Retention

Personal data is retained for a period of **three (3) years**.

Following this period, the Data Controller will delete or anonymize the data within six months in accordance with established deletion procedures.

Certain personal data may need to be retained for longer periods where required by applicable laws or regulatory obligations.

Profiling

Personal data processing includes profiling.

Profiling means automated processing of personal data used to evaluate certain personal aspects relating to a data subject.

Profiling is used for the purpose of providing relevant professional information and communications to the data subject.

Rights of the Data Subject

Right of Access

Data subjects have the right to obtain confirmation as to whether their personal data is being processed and, if so, to receive a copy of that data.

Right to Rectification

Data subjects have the right to request correction of inaccurate personal data and completion of incomplete personal data.

Right to Erasure

Data subjects have the right to request the deletion of their personal data, including where:

- The data is no longer necessary for the purposes for which it was collected
- The processing is unlawful
- Consent has been withdrawn and there is no other legal basis for processing

Right to Restriction of Processing

Data subjects have the right to request restriction of processing where, for example, they contest the accuracy of the data or object to the lawfulness of processing.

Right to Object

Data subjects have the right to object to processing based on legitimate interests.

Where personal data is processed for direct marketing purposes, the data subject has the right to object at any time to such processing, including profiling related to direct marketing.

Right Not to Be Subject to Automated Decision-Making

Data subjects have the right not to be subject to decisions based solely on automated processing, including profiling, where such decisions produce legal effects or similarly significant effects.

This right does not apply where the decision is:

- Necessary for entering into or performing a contract
- Authorized by applicable law
- Based on the data subject's explicit consent

Right to Withdraw Consent

Data subjects may withdraw their consent at any time. Withdrawal will not affect the lawfulness of processing carried out before consent was withdrawn.

Right to Data Portability

Data subjects have the right to receive the personal data concerning them, including data they have provided themselves, in a structured, commonly used, machine-readable format.

They also have the right to transmit this data to another Data Controller.

Right to Lodge a Complaint

The Swedish supervisory authority responsible for personal data matters is the **Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY)**.

Data subjects have the right to lodge a complaint with IMY if they believe that the processing of their personal data violates applicable data protection legislation.

Changes to this Privacy Policy

The Data Controller continuously develops its operations and may therefore update this Privacy Policy from time to time.

Changes may also be required as a result of amendments to data protection legislation.

Where significant changes are made, particularly where new purposes of processing are introduced, the Data Controller will provide advance notice and, where required, obtain the consent of affected data subjects.

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