

Privacy Policy

This policy has been established for SafeLine Sweden AB, hereinafter referred to as "the company," in accordance with GDPR.

The company has adopted the following privacy policy in its capacity as the data controller for customers' and suppliers' personal data. This privacy policy provides information on the collection, processing, storage, and sharing of personal data concerning individually identifiable customers/suppliers. This includes current, former, and future customers/suppliers. The company may also have specific procedures and guidelines for handling personal data.

In addition to this privacy policy, national laws and regulations in countries where the company operates may require the processing of customers'/suppliers' personal data in ways other than those stated here. In such cases, entities are expected to act in accordance with the provisions applicable to their operations in addition to this privacy policy. Mandatory laws and regulations in places where the company operates must always be followed and take precedence in the event of conflict or deviation from this privacy policy.

Personal Data of Customers/Suppliers Processed by the Company

The company may process the following personal data about our customers and suppliers.

Personal data may be collected at the start of the customer/supplier relationship and continuously during the customer/supplier collaboration. This includes basic personal data: name, work phone number, workplace address, work email address, organization number, bank and account details of the company, as well as equivalent other basic information.

Purpose of Processing Customers'/Suppliers' Personal Data

The company may collect and process customers'/suppliers' personal data for, but not limited to, the following purposes.

The list aims to provide an overview of the company's need to process customers'/suppliers' personal data:

- Administration and management of customers/suppliers, maintenance of customer/supplier registers.
- Internal work management, planning, workforce management, project staffing, resource allocation, need for and access to various resources.

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- Providing employees with access to company internal information systems and other resources, supporting safe, secure, and efficient use of internal communication channels such as email and other internet- or telephone-based services, ensuring that business-critical information and the company's other assets are secure and protected.
- Financial planning, reporting, budgeting, and analysis.
- Monitoring the application of internal policies and other regulations, protecting the company's property both physical and intellectual rights, preventing fraud and other illegal activities.
- Handling disputes and complaints, such as claims for compensation, and fulfilling other applicable legal obligations.

Legal Basis for Processing

The legal basis for processing personal data is the fulfillment of the customer/supplier agreement. The legal basis also consists of the company's obligation to process personal data in certain ways due to laws or other regulations, such as in relation to accounting firms. The legal basis may also consist of the company's right to perform the processing after a balancing of interests. Additionally, the company may process personal data with the support of customers'/suppliers' specific consent. If the processing is required to fulfill an agreement or a legal obligation, customers/suppliers cannot object to the processing. If the processing occurs after a balancing of interests, an objection to the processing is examined on a case-by-case basis.

How Are Cookies Used and Analyzed?

We use cookies to evaluate visitor statistics and improve navigation and content; for example, to save customer-specific information for logged-in customers. The company uses the web analysis tool Google Analytics to understand and interpret user behaviors and subsequently strive to enhance users' experience of the website.

To change or withdraw your consent, go to "Cookie Settings" at the bottom right of the website. Note that withdrawing consent may result in certain functions on the website no longer being available.

Cookies can be deleted by the user directly in the browser settings.

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How Are Personal Data Used in Direct Marketing?

The company uses direct marketing to send newsletters with information about news and updates. The only information saved is the email address to which the newsletter is to be sent. Recipients can choose and regulate if/how they want to receive these newsletters.

Storage and Retention Periods for Personal Data

The company will process and store personal data for as long as necessary in relation to the purposes for which the data was collected. Certain personal data will be deleted when the collaboration ends. Other personal data will be stored for a longer period because there is a legal obligation for the company to retain the personal data, such as the accounting law, or because the company needs the data to safeguard its rights. As the possibilities to make claims against the company expire (prescription), the data will be deleted.

Customers'/Suppliers' Rights

Our customers/suppliers have, among other things, the right to access their personal data, request correction of personal data, object to the processing of personal data, request that the processing of personal data be restricted, or request the deletion of their personal data processed by the company in accordance with the rights provided by data protection legislation. These rights may be limited by other provisions in data protection legislation or if such a request would be inappropriate in a particular case. As a customer/supplier, you have the right to withdraw consent given for certain processing of personal data. Matters/questions regarding the handling of personal data can be emailed to gdpr@safeline.se.

Changes to the Privacy Policy

The company may update this Privacy Policy. The top of the first page indicates when changes to the privacy policy were last made. If more significant changes occur, customers/suppliers will be specifically informed.

Contact Information

SafeLine Sweden AB, with org. no. 556513-0712 and address Antennvägen 10 in Tyresö, is the data controller for the processing of your personal data. This means that SafeLine Sweden AB is responsible for ensuring that your personal data is processed correctly and in accordance with applicable data protection legislation.

If you have any questions regarding the company's data protection practices, or to exercise your rights, please contact us at gdpr@safeline.se.