

POLICY

Processing of personal data

On this day, 14-06-2020, the following policy has been adopted for Calamo AB.

We care about your privacy. You should be able to feel safe and secure when you entrust us with your personal data. That is why we have adopted this policy. It is based on current data protection legislation and clarifies how we work to protect your rights and privacy.

The purpose of this policy is to provide you with information on how we process your personal data, what we use it for, who has access to it and under what conditions, and how you can exercise your rights.

We are the controller

Calamo AB, with the corporate identity number 556190-2569 and address Box 6, 655 02 Molkom, Sweden, is responsible for the personal data that is processed about you. Calamo AB is therefore the controller for your personal data.

Why do we process personal data about you?

Calamo AB processes your personal data in order to provide you with our services and products, i.e. only to enter into or fulfil a contract to which you, as a customer, are party.

What data do we collect about you – and why?

Calamo AB strives to process as little personal data about you as possible. This means that we do not collect more personal data than is necessary to enter into or fulfil contracts with you. In order to enter into and fulfil contracts with you, we need information such as your first name, surname, e-mail address, address and other contact details for you. We may not access your personal data by any means other than through your provision of the data to us.

Unless you have given us your consent, we will not use your personal data for marketing purposes.

Cookies

Calamo's website uses small text files, known as cookies, to facilitate your browsing on the site. We use the following cookies:

- **Permanent cookies.** Permanent cookies are stored as small text files on your computer and are then deleted on a specific date. They are used, for example, to save settings that the user changes between different visits to the site.
- **Session cookies.** Session cookies are stored in the browser's memory and deleted once the browser has been closed. They can be used, for example, to maintain a login when the user moves from one page to another. Put simply, we use session cookies to improve the experience for our users on calamo.se.

- **Cookies for statistics.** Analytical cookies that enable us to recognise and count the number of visitors and see how visitors navigate around our website when they use it. We use tools provided by Google to analyse our traffic.
- **Cookies for marketing.** Cookies associated with Calamo's marketing allow you as a visitor to be reached by our digital advertising. We have cookies from LinkedIn.

Settings for cookies. If you do not want your computer to accept and store cookies, you can adjust the security settings in your browser. Some parts of calamo.se can only be used with their full functionality if your browser allows cookies. You can find out about cookies on the Swedish Post and Telecom Authority (PTS) website.

Tracking

Tracking, via so-called pixels, is one method of "following" website visitors so that their online habits can be used to control what advertisements they are presented with. We use tracking to ensure that anyone who has shown an interest in Calamo by visiting our site will also receive digital advertising from Calamo.

Calamo's website features pixels from

- **LinkedIn.** In order for us to be able to target advertising on LinkedIn at the IP numbers that have visited Calamo's website. Calamo does not handle any information about people or what they do on LinkedIn.
- **Google.** We use Google Analytics to analyse and develop Calamo's website. We anonymise the IP addresses so that they cannot be traced back to individuals.

How do we protect your personal data?

Your security is important to us. That is why we have taken appropriate technical, organisational and administrative security measures to protect your personal data from unauthorised access and other unauthorised processing. We regularly analyse and evaluate the measures in order to ensure that your data is as securely protected as possible.

Who do we disclose your data to?

We do not disclose your data to other companies or organisations unless required by law or it is necessary to fulfil our statutory or contractual obligations to you.

We may disclose your personal data to any of our partners, suppliers or subcontractors, but only where this is necessary for us to be able to fulfil our obligations to you as a customer. We never disclose more personal data than is necessary.

When required by law, we may need to disclose your data to authorities and other organisations. We may also need to disclose your data if this is necessary for the establishment, exercise or defence of our legal claims.

We will never disclose your personal data to other companies or businesses for marketing purposes.

On what legal basis do we process personal data about you?

Calamo AB only processes the personal data we need to be able to perform our services or deliver our products to you, i.e. when we enter into or fulfil a contract with you. If we process additional data, we will obtain your consent or ensure that the processing is permitted based on another legal basis.

How long do we process your personal data?

We retain data about you as a customer for the duration of the contract with you and for a reasonable period thereafter. This means that in the vast majority of cases we do not retain your personal data for more than one year from the end of the contract, but under certain circumstances we may retain your data for a longer period than that. This may be the case, for example, when required by law or when the data may be needed for the establishment, exercise or defence of legal claims.

Your rights

When we process personal data about you, you, as a data subject, have a number of rights. You are entitled to contact us at any time regarding these rights. If you wish to exercise any of the rights described below, you can contact us most easily at sales@calamo.se.

We reserve the right to take appropriate safeguards and security measures in order to ensure that you are who you purport to be when you contact us. If you are unable to prove your identity credibly, we may not be able to comply with your request.

Access to personal data

You have the right to ask about the personal data that we process about you. If you want to know this, you may receive a compiled register extract from us containing the personal data we process about you.

Rectification and erasure

If we process your personal data incorrectly or if we no longer need the data, you have the right to have it erased. If the data is incomplete, you are entitled to have it supplemented. Please note that we cannot guarantee that we will be able to perform our services to you if you request the erasure of your personal data.

Data portability

Under certain circumstances, you have the right to receive the data we process about you in a structured, commonly used, written and machine-readable format. You are entitled to this in respect of the personal data that you have provided to us and that we process based on your consent or when the personal data is required to enter into or fulfil a contract with you.

Restriction of processing

Under certain conditions, you are entitled to request that we restrict our processing of your data. This means that we mark the data so that in future we only process it for certain specific purposes. We cannot guarantee that we will be able to provide you with our services if we restrict the processing of your personal data.

Right to object

You are entitled to object to the processing of personal data performed for the purpose of carrying out a task in the public interest, as part of the exercise of official authority or after a balancing of interests. We do not process your personal data for any of these purposes or on any of these bases. Therefore, you cannot object to our processing on this basis.

Right to lodge a complaint

You are entitled to lodge a complaint with the Swedish Data Protection Authority if you believe that we are processing your personal data incorrectly. You can read more about this on the Swedish Data Protection Authority's website www.datainspektionen.se.

Contact

You can contact us at any time by writing to sales@calamo.se or by calling us on +46 (0)553-313 00 if you want to know more about how we process your personal data. You can also read more about us on our website www.calamo.se