

EWAB Sweden AB Privacy and GDPR policy.

EWAB Sweden AB (EWAB) considers privacy an important issue, so we build and operate our business and online services with the protection of privacy taken into account.

This Privacy Policy (“Notice”) sets out the types of personal information we collect from you when you interact EWAB directly or indirectly (through e.g. EWAB’s website or any other websites operated by EWAB), how we collect and process that information, who we share it with and certain rights you have in relation to that information.

Who is responsible for your personal data?

EWAB is responsible for your personal data. EWAB refers to Ekowasher Sweden AB (incorporated in Sweden under the company number 559045-5829) and its subsidiary companies. For the purposes of applicable data protection law, the controller of your data will be the EWAB affiliate which is providing services or communicating to you. This notice applies to all such companies.

Collection of your personal data

We may collect limited personal data your browser makes available to our website when you visit. This log information includes your Internet Protocol address, browser type, browser language, the date and time of your visit and one or more cookies that may uniquely identify your browser (for more information see the Cookies section below). We use this information to better understand users’ behavior to further improve our offerings as well as to prevent malicious use such as hacking and denial of service attacks.

Some of our services require you to register for an account. We will ask you for some personal information in order to create an account and we will use that information to provide the service. For certain services we may request credit card or other payment information which we maintain in on secure computers or servers.

When we require you to provide additional personal data, we will inform you at that time about the types of information we collect, how we use it, who it is shared with and how long we will store it. We hope this will help you make an informed decision about sharing your personal information with us.

We will use the personal information you provide to fulfill the purpose for which we acquired the information, sending/signing agreements, direct marketing, market surveys, customer, care activities and other sales activities, credit rating.

User generated content

We may offer certain services where you can post information on the site which will then be available to other visitors of the site. Examples are discussion forums and comments on blogs.

When you post, basic information identifying you as the poster will be made available to other visitors together with your posted information. This information includes your name or

alias, and where relevant, may include other information such as your country or the name of the company or organization you work for. You have control over this data in your user profile and can control what will be shown in your posts.

We may also display statistical, reputational and other similar information related to your user account. Examples are the number of forum posts you have posted or a rating showing how useful other visitors have rated your posts.

Information sharing

We may share such information in any of the following limited circumstances:

- We have your express and documented consent.
- We provide such information to trusted businesses or persons for the sole purpose of processing your request on our behalf. When this is done, it is subject to agreements that oblige those parties to process such information only on our instructions and in compliance with applicable data protection law and appropriate confidentiality and security measures.
- We conclude that we are required by law or have a good faith belief that access, preservation or disclosure of such information is reasonably necessary to protect the rights, property or safety of EWAB, its users or the public.

We will share your personal data with our affiliates for the purposes of providing you with our products and services as described in this Notice. We continue to implement policies and safeguards across all EWAB companies in the countries where we operate to ensure that personal information is stored and processed according to the same privacy and security standards in all cases. Where your personal data is transferred to our affiliates outside the European Economic Area or to an area without a European Commission decision that adequate safeguards are provided, this will be covered in the relevant information notice and we will seek your consent where required by applicable data protection law.

In the event of a transfer of ownership of parts of EWAB, such as acquisition by or merger with another company, we will provide notice and (where required by law) ask for your consent before any personal data is transferred and thereby becomes subject to a different privacy policy.

We may share your personal data among some service providers and partners to the extent necessary to provide you with a seamless experience and to improve the quality of our products and services. Some of these partners may be located in countries outside of the European Economic Area which do not provide the same level of data protection as the country in which you reside and are not recognized by the European Commission as providing an adequate level of data protection. We only transfer personal information to these countries subject to safeguards that assure the protection of your personal information, such as European Commission approved standard contractual clauses.

We will not disclose your personal information to other people or non-affiliated companies, except in the limited circumstances described in this Policy or with your consent.

How long do we keep your personal data?

Unless otherwise specified in the privacy notice for the relevant service, we will keep your data for the minimum amount of time that is required to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements (including as necessary for EWAB to defend against legal claims). Once your data is no longer required, we will permanently delete it in accordance with applicable law.

Information security

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data.

We restrict access to your personal data to EWAB employees who need to have that information in order to fulfill your request or supply our products and services.

Links

The external sites linked to from the EWAB web sites are developed by people over whom EWAB exercises no control. These other sites may place their own cookies on your computer, collect data or solicit personal information. Please refer to the privacy notice on each site for more information.

Your rights

You are entitled to:

- Correct any error in your personal data or update it
- Receive a copy of your personal data that we hold
- Delete your personal data that we no longer have a lawful ground to use
- Port your personal data to a new supplier (if applicable)
- Object to the processing of your personal data based on the legitimate interests ground (provided our reasons for the processing don't outweigh any prejudice to your data privacy rights), or restrict how we use your personal data whilst a complaint is being investigated
- You may make such request by sending an e-mail to EWAB. In certain circumstances, we may need to restrict the above rights to safeguard the public interest (e.g. the prevention or detection of crime) and our interests (e.g. the maintenance of legal privilege).
- In cases where we have asked for your consent to use your data for a particular purpose, you may withdraw your consent any time. This can be done by sending an e-mail to EWAB. In such cases we will cease to use your data for the specified purpose and delete it.
- If you wish to make a complaint about how we have handled your personal data, you may contact EWAB by submitting your complaint to EWAB.

Cookies

We use cookies to improve the quality of our service and to better understand how people use our websites. We do this by storing user preferences in cookies and by tracking user trends and patterns of how people navigate our sites. We use cookies to distinguish visitors from each other by assigning a random anonymous identifier to each visitor. We use this information to count visitors, gain insight into the popularity of our content and to learn how people use the site.

You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However, some features or services on our sites may not function properly without cookies.

Cookies specific to the EWAB SWEDEN AB website

EWAB's website may use both "first party" cookies (cookies set by the EWAB website) and "third party" cookies (cookies set by a third party website that is providing a service for the EWAB website). We use first party cookies for storing preferences, tracking user trends and patterns with the help of web statistics providers and for storing data needed throughout your visit on the site.

The table below describes the web tracking cookies that may be used by the EWAB website.

Provider of cookie	Type of cookie	Purpose of cookie
Google Analytics	First party	Web analytics (anonymous usage statistics)
New Relic	First party	Performance monitoring (anonymous statistics on how fast our pages are loading for users from different parts of the world)
Optimizely	First party	Testing of new features of the website (anonymous)
Crazy Egg	First party	User behavior analysis (anonymous data on how users scroll and interact with the page)
wiredminds	First party	Anonymized usage profiles for lead generation purposes (identify what companies our visitors are from)
Pardot by Salesforce	First party	Anonymized usage profiles for lead generation purposes and marketing campaign management
Salesforce Marketing Cloud	First party	Marketing automation service. Tracks activity from email and across our online channels.
Salesforce DMP	Third party or first party	Track user views and interactions for analytics and to inform content and advertising experiences.

LinkedIn Insights Third party

Collection of data regarding LinkedIn members' visits to the website. Aggregated reports (anonymized) about the website audience and ad performance.

Changes to this Policy

Please note this Privacy Policy will change from time to time. We expect most such changes to be minor, but there may be changes that are more significant. Where appropriate and possible we will notify you of such changes by email.

Contact us

If you have any questions or comments about this Notice, please submit them to info@EWAB.com.

