

Datum	Utfärdat av	Godkänt av	Dokumentnamn	Dok. Nr Rev
2018-04-04	K. Frostholt	J. Wackerfeldt	privacypolicy_177A.doc	177 A

MMAB Data Protection Policy

1. General information

This Data Protection Policy ("Privacy Policy") describes how Malmö Münsterkort AB, org. No. 556460-5805, Box 16086, 200 25 Malmö, e-mail: sales@mmab-pcb.se, ("Malmö Münsterkort AB", "We") collects, uses, discloses and stores your personal information.

1.1 The Privacy Policy applies when Malmö Münsterkort AB provides services and products related to purchase, service matters and other contact with Malmö Münsterkort AB, such as website visits.

1.2 You should always be able to feel safe when you submit your personal information to us. We want to demonstrate with this Privacy Policy how we ensure that your personal information is processed in accordance with applicable privacy laws.

2. Personal Data Controller

Malmö Münsterkort AB is personally responsible for Malmö Münsterkort AB's processing of your personal data and is responsible for such processing in accordance with applicable laws and legislations.

3. When do we process your personal information?

3.1 In order for you to visit our website, buy our goods or services or contact us for service or information, we must collect and process personal information about you.

3.2 Malmö Münsterkort AB collects and processes personal information about you when you request a quote, place an order, use Malmö Münsterkort AB's support, visit Malmö Münsterkort AB website or an event organized by Malmö Münsterkort AB or in any other manner has contact with Malmö Münsterkort AB. The information collected from you at the time of booking and purchase is required to enter into an agreement with Malmö Münsterkort AB and that Malmö Münsterkort AB will be able to provide its services and offers.

3.3 If you are a customer, Malmö Münsterkort AB collects personal information about you that you submit to us when you register as a customer. Malmö Münsterkort AB also collects information about you while you are a Customer, such as your purchase history, or contact information. As a Customer, you can update your information at any time by contacting any of our sales representatives.

3.4 We also collect and update your address information through third party services for address updating.

4. What personal data do we handle about you?

4.1 The personal data Malmö Münsterkort AB collects and treats you as a customer who carries out purchases and has contact with our sellers / buyers / finance department are:

- Name
- Last name
- Title
- Phone number
- Mail address
- Delivery address
- Invoice address
- Organization number
- VAT registration number
- Account number
- Information about your previous orders
- Your production files

5. Why do we handle personal data about you?

5.1 Malmö Münsterkort AB processes your personal information for different purposes. Mainly, Malmö Münsterkort AB processes your personal information in order to:

- Comply with our obligations to you as a customer, such as execution of purchase, invoicing and provision of support;
- Enable general customer care and customer service, such as answering questions and correcting incorrect information;
- Provide information and direct marketing, by mail, e-mail, SMS / MMS and telephone regarding the products and services of Malmö Münsterkort AB and selected partners;
- Manage the customer relationship and provide our services;
- Provide relevant information and custom offers in newsletters as well as on the web;
- Assess which payment methods we can offer you, for example through credit assessments;
- Improve our customer offering, such as development of services, products and features;
- Prevent fraud and carry out risk management; as well as comply with applicable legislation, such as accounting laws.

The data can also provide basis for market and customer analyzes, market research, statistics, business tracking and business and method development related to the purchase of goods and services.

6. The legal base for our processing of your personal data

6.1 Malmö Münsterkort AB bases the processing of your personal data on a number of legal bases. These are described in this section.

6.2 Among other things, we treat your personal information in order to fulfill the agreement with you as a customer or as Account Holder, such as for making bookings, purchases, manufacturing and in order to fulfill our obligations to you as Account Holder, such as simplified administration and order history. Based on this legal basis, we also treat you as Account Holder, such as your purchases, your interaction with Malmö Münsterkort AB, and your interest in our offerings and products in order to fulfill our commitment and provide you with personal offers.

6.3 Part of the processing of personal data we carry out is based on a so-called interest balance. This applies, for example, to the treatment we take to make a limited segmentation of customers, such as based on total purchase amount.

Malmö Münsterkort AB does not process sensitive personal data based on an interest weighing and does not perform any treatment that constitutes profiling based on a balance of interest.

6.4 In some cases, Malmö Münsterkort AB may have a legal obligation to process your personal information. This applies, for example, to the processing of personal data we perform in order to meet the requirements of the current Swedish Accounting laws and legislations.

7. Summary of our personal data processing

Purpose	Legal Basis	Categories of personal data	Retention
To administer, develop and deliver our goods and services as well as provide support	Completion of purchase agreement (terms of sale)	Name, address, telephone number, e-mail, Geographic information, IP Address, Delivery Details, Billing Details, payment details	As a customer we keep your information until further notice to be able to fulfill our obligations to you as a customer, and to be able to contact you again to offer our goods and services.
To ensure that legal requirements are complied with, such as the current Swedish accounting laws	Legal obligation	Name, address, telephone number, e-mail, Geographic information, IP Address, Delivery Details, Billing Details, payment details	As long as we are required to store the data in accordance with applicable law
To market Malmö Münsterkort AB and our affiliates or group companies goods and services by mail, email, phone and SMS / MMS	Balancing of interests	Name, address, telephone number, e-mail, Geographic information, IP Address, Delivery Details, Billing Details, payment details	As a customer we keep your information until further notice to be able to fulfill our obligations to you as a customer, and to be able to contact you again to offer our goods and services, otherwise we keep your information up to 2 years.
To manage you as a customer, give you the opportunity to get personalized offers as well as enable targeted communication by mail, email, phone or SMS / MMS	Completion of agreement with Malmö Münsterkort AB	Name, address, telephone number and e-mail, Geographic information, IP Address, Delivery Details, Billing Details, payment details, Customer number, Information on how to use our web, which of our offers you have been interested in, which of our newsletters you interacted with and which of your events you signed up for, Information about your purchases, Information about your account holdings	As long as you are our customer

8. Profiling

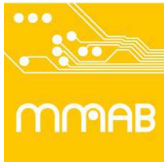
8.1 Malmö Münsterkort AB can process your personal information through profiling if you are a Customer with us. If you are a Customer, information about which of our products, services and offers you have been interested in, information about your purchases and information about your previous purchases will be analyzed to provide you with offers that we think fit you and to invite you to events we believe that you would like to go to.

8.2 You may at any time object to the processing of personal data through profiling. You can do this by calling Malmö Münsterkort AB Customer Service or by contacting sales@mmab-pcb.se. When Malmö Münsterkort AB has received your notification, Malmö Münsterkort AB will stop processing your personal data for this purpose.

9. How long do we save information about you?

9.1 Your personal information will only be stored as long as there is a need to save them to fulfill the purposes for which the data was collected in accordance with this Privacy Policy. Malmö Münsterkort AB may save the data if necessary to comply with legal requirements or to monitor Malmö Münsterkort AB's legal interests, such as if there is a legal process going on.

9.2 As a customer we keep your information until further notice to be able to fulfill



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our obligations to you as a customer, and to be able to contact you again to offer our goods and services, otherwise we keep your information up to 2 years.

10. Who do we provide personal information to?

10.1 Malmö Münsterkort AB may disclose your information to third parties, such as Malmö Münsterkort AB's group company and other partners, as well as card and communication service providers. Malmö Münsterkort AB may also provide your information to companies that provide address updates services to ensure that we have the right address information for you.

10.2 Third party that Malmö Münsterkort AB discloses information to or otherwise provides information about a customer or Account Holder may use the information only for the purpose of selling and marketing Malmö Münsterkort AB and Malmö Münsterkort AB's partners and group companies services and products or for the purpose of providing services related to Malmö Münsterkort AB's agreement with you as a customer or Account Holder. If you apply for a credit when purchasing a product or service, your information may be disclosed to credit reporting companies.

10.3 Personal data may also be submitted by Malmö Münsterkort AB if it is necessary to comply with applicable legal requirements or requirements from authorities to utilize Malmö Münsterkort AB's legal interests or to detect, prevent or pay attention to fraud and other security or technical issues.

10.4 Malmö Münsterkort AB may transfer your personal data to countries outside the EU / EEA, if any of Malmö Münsterkort AB's suppliers or partners are located there. If personal data are transferred to any country outside the EU / EEA, Malmö Münsterkort AB will take steps to ensure that personal data remain protected and also take the necessary steps to legally transfer personal data to non-EU / EEA countries.

10.5 We will not sell your personal information to third parties unless we have your permission.

11. Change of privacy policy

11.1 Malmö Münsterkort AB has the right to change the Privacy Policy at any time. Malmö Münsterkort AB will, with reasonable notice, notify you of changes to the Privacy Policy. If you do not accept the changes, you are entitled to terminate the agreement with Malmö Münsterkort AB before the amended Privacy Policy comes into force. You can terminate the agreement by contacting Malmö Münsterkort AB.

12. Protection of your personal data

12.1 You should always be able to feel confident when you submit your personal information to us. Malmö Münsterkort AB has therefore taken the security measures needed to protect your personal data from improper access, change and deletion. For example, all information about customers and Account Holder is stored in an encrypted database that is protected by permission management and firewalls.

13. Your rights

13.1 Malmö Münsterkort AB is responsible for processing your personal data in accordance with applicable legislation.

13.2 Malmö Münsterkort AB will, at your request or on its own initiative, correct, disassemble, delete or supplement information that is found to be incorrect, incomplete or misleading.

13.3 You have the right to ask for

- Access to your personal information. This means that you are entitled to request a registry outline of the processing we conduct regarding your personal data. You are also entitled to receive a copy of the personal data being processed. You are entitled to once a calendar year, by written application, receive a registry extract from which personal data are registered about you, the purpose of the treatment and the recipients the information has been provided or to be disclosed. You also have the right to receive information on where the data has been retrieved if personal data have not been collected from you, the existence of automated decision making (including profiling) and the predicted period during which the data will be stored or the criteria used to determine this period. You also have the right to obtain information about your other rights listed in this paragraph in the registry extract.
- Correction of your personal information. We will prompt you to correct the incorrect or incomplete information we process about you as quickly as possible.
- Deletion of your personal data. This means that you are entitled to request that your personal data be removed if they are no longer necessary for the purpose for which they were collected. However, there may be legal requirements that we cannot immediately delete your personal data in, for example, accounting and tax laws. We will then end the processing done for purposes other than complying with the legislation.
- Limitation of treatment. This means that your personal information is marked so that they can only be processed for certain delimited purposes. For example, you may request a limitation when you consider your information incorrect and you have requested a correction. Meanwhile, the accuracy of the data is investigated, their treatment will be limited.

13.4 Malmö Münsterkort AB will notify each recipient of the personal data provided in paragraph 10 above about any corrections or deletion of data and the limitation of processing of data.

13.5 You are entitled to data portability. It implies the right to, under certain conditions, extract and transfer your personal data in a structured, widely used, and machine-readable format to another personally responsible person.

13.6 You are entitled to object to personal data processing performed based on a balance of interest. If you object to such treatment, we will only continue treatment if there are legitimate reasons for treatment that weigh heavier than your interests.

13.7 If you do not wish to process your personal information for direct marketing, you are always entitled to object to such treatment by sending an email to sales@mmab-pcb.se. Once we have received your objection, we will cease processing your personal data for such marketing purposes.

13.8 You are entitled to lodge any complaints regarding the processing of your personal data to the Swedish "Datainspektionen".

14. Cookies

14.1 We do not use cookies on our website, to ensure that we keep the smallest possible personal information about you as a customer.

15. Contact Information

15.1 Please do not hesitate to contact us if you have any questions about this Privacy Policy, processing your personal information or requesting a registry extract. Our contact information can be found below.

MALMÖ MÖNSTERKORT AB
Box 16086
200 25 Malmö
sales@mmab-pcb.se