

Privacy Policy

Remeda AB is the data controller responsible for the processing of personal data as described in this privacy policy. In this privacy policy, we explain the types of personal data we store and how we process them. This privacy policy applies to: remeda.se.

Personal Data We Collect and Process

We process the following categories of personal data:

- Contact information: name, email address

Personal data is usually collected directly from you or generated in connection with your use of our services and products. When we obtain personal data from other sources, we collect personal data from the following sources:

How We Use Personal Data

- **Service Delivery/Agreement**
We use your personal data to fulfill our agreements with you, i.e., when you have ordered a product or service from us. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill a contract with you.
- **Customer Relationship Management**
We use your personal data to manage our customer relationship with you. This can involve customer service, handling complaints, and troubleshooting your account. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill a contract with you.
- **Analysis, Business Development, and Service Improvement**
We continuously work on developing and improving our services and products. A significant part of this work involves analyzing various forms of personal data, such as customer activity, customer history, and account and profile information. The legal basis for processing personal data for this purpose is our legitimate interest.
- **Personalized User Experience**
We customize the user experience and communication based on your customer relationship, using personal data for this purpose. The legal basis for processing personal data for this purpose is our legitimate interest.
- **Sales and Marketing**
We use personal data in connection with the sale and marketing of our products and services, such as by sending you emails. The legal basis for processing personal data for this purpose is our legitimate interest. You have the option to opt out of some of this processing, for example, by opting out of receiving emails from us. Additionally, we may ask for your consent to use your personal data for profiling, where we infer your interests and needs based on your personal data. The purpose of profiling is to make our marketing more relevant.
- **System Monitoring, Troubleshooting, etc.**
We monitor our systems for errors and issues. Some of these processes involve storing and processing personal data. The legal basis for processing personal data for this purpose is our legitimate interest.

- **Security, Fraud Detection, and Criminal Activity**

We process personal data in our efforts to protect our users and ourselves against fraud, misuse, and criminal activity. The legal basis for this processing is our legitimate interest.

- **Compliance with Legal Obligations**

In some cases, we are obligated to process personal data due to other legal obligations. An example of this is information related to sales that we are required to record and save according to accounting laws. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill a legal obligation that applies to us.

Your Rights

- **Right to Access Your Data**

You can request a copy of all the data we process about you. Contact the above email address to exercise your right of access.

- **Right to Rectify Personal Data**

You have the right to request that we correct or supplement data that is inaccurate or misleading.

- **Right to Erase Personal Data**

You have the right to have your personal data erased without delay. You can request at any time that we delete data about you. However, note that information we are required to retain due to other legal obligations (such as accounting laws) will not be deleted.

- **Restriction of Personal Data Processing**

In certain situations, you can also request that we restrict the processing of your data. You do this by managing consents or reservations in our solutions.

- **Right to Object to Personal Data Processing**

If we process data about you based on our legitimate interests or on the basis of a balancing of interests, you have the right to object to our processing of your data. You do this by managing consents or reservations in our solutions.

- **Data Portability**

You have the right to receive your personal data in a structured, commonly used, and machine-readable format. Contact the above email address to receive your personal data.

You Can Complain About Our Processing of Personal Data

We hope you will inform us if you believe we are not following the rules in the personal data law. Please notify us first through the contact or channel you have already established with us. You can also file a complaint about our processing of personal data via email at remeda@remeda.se.

This translation provides a comprehensive overview of how Remeda AB handles personal data, the purposes for processing such data, and the rights of individuals in relation to their personal data.