

[21.05.2018]

PRIVACY POLICY

PURPOSE

The purpose of this Privacy Policy is to inform you how Adsensus' websites process your personal information, how we use your personal data, whom can access your personal information and how you can exercise your rights to your personal data.

WHY THIS POLICY EXISTS

When browsing our sites, and if you entrust us with your personal information, your integrity is our priority. Adsensus AB (556654-6684) and its subsidiaries (referred to "Adsensus" or "the group" below) has created this policy to clarify how we work to preserve your integrity and your rights all the while complying with the General Data Protection Regulation (GDPR).

POLICY SCOPE

This Privacy Policy applies to all visitors of websites owned and managed by the group.

WHAT DATA WE PROCESS & HOW IT IS COLLECTED

PERSONAL DATA

“Personal data” refers to any information that you voluntarily submit to us and that identifies you personally; information such as your name, e-mail address, company affiliation, phone number and other information about yourself and your business.

This data is collected through the use of forms throughout the groups websites.

NAVIGATIONAL DATA

“Navigational data” refers to information about your computer and your visits to our websites. This is information such as your IP address, your device, geographical locations, browser type, referral source, length of visits and pages viewed.

You are always welcome to visit our websites without submitting us information. Upon accessing our websites you will be prompted to accept or decline our use of Cookies* as, according to the GDPR, this navigational information may be combined to identify you personally and thus requires your prior approval.

This may also include information about you that is available on the internet. Such as information from Facebook, LinkedIn or other publicly available information.

This data is collected using cookie tracking-software for analytics of website traffic.

*Cookies in themselves are small bits of information generated by the websites and added to your browser, usually a text file. Cookies are generally used for website analytics and improving the user experience of a website.

HOW WE USE PERSONAL DATA WE COLLECT

First and foremost Adsensus handles your personal data to fulfill our obligations to you. E.g. deliver a requested white paper or other content.

Additionally, Adsensus uses your personal data to deliver the best possible service to you. Thus we may use your personal data to improve your browsing experience by personalizing the website, to send information to you which we think may be of interest to you and to send you marketing communications relating to Adsensus' business.

The aforementioned use of Cookies serves to measure and report statistics about user interactions on the websites.

REVIEWING, CORRECTING AND REMOVING YOUR PERSONAL INFORMATION

Upon request Adsensus will provide you with information about whether we hold any of your personal data. If you have provided Adsensus with personal information you have the following right with respect to that data:

- To review the personal information that you have supplied to us.
- To request that we correct any errors, outdated information, or omissions in personal information that you have supplied to us.
- To request that your personal information not be used to contact you.
- To request that your personal information be deleted from our records.

To exercise any of these rights, contact us at privacy@adsensus.com. Your message needs to be sent from the same email account as the personal information-excerpt you are requesting in order for us to ensure that you are the owner of the personal information. We will respond to your request to change, correct, or delete your information within 30 days and notify you of the action we have taken.

We may exercise our rights, in accordance with GDPR, to oppose certain requests under circumstances deemed manifestly unfounded or excessive;

- We will not delete personal data needed to fulfill our contractual obligations to you or your organization for the remainder of our contract.
- We cannot oblige with request that your personal information not be used to contact you when you and/or your organization has entered into a contract with Adsensus.
- We will not delete personal data needed to comply with other legislation.



HOW YOUR PERSONAL INFORMATION IS HANDLED

Your personal information is stored and secured by the use of products certified with ISO 27001 and EU Privacy Shield by the U.S. Department of Commerce for US-vendors to protect your information from unauthorized access, use or disclosure.

We retain personal data that you provide us, in accordance with this policy, as long as we consider it useful in contacting you about our services, or as needed to comply with our legal obligations, resolve disputes and enforce our agreements, and then we securely delete the information. We reserves the right to retain personal data for up to 26 months from last interaction but will delete this information at an earlier date if requested.

We will not share your personal data to any third party without your expressed consent.

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Send any questions regarding this policy to privacy@adsensus.com.