

# PRIVACY POLICY

## CLIENTS

### 1 INTRODUCTION

This privacy policy describes how Stockholm Design Lab Aktiebolag (“**SDL**”) processes personal data regarding our clients’ contact persons.

### 2 WHO IS THE CONTROLLER OF YOUR PERSONAL DATA?

SDL is the controller of the processing of the personal data collected regarding our clients’ contact persons.

Please find our contact details below.

Stockholm Design Lab Aktiebolag, 556551-2893

Stadsgården 6, 116 45, Stockholm, Sweden

Phone: +46 (0)8 55551900

Should you have any questions about SDL’s processing of your personal data, please contact us at [gdpr@sdl.se](mailto:gdpr@sdl.se).

### 3 OUR PROCESSING OF YOUR PERSONAL DATA

#### 3.1 Client administration

SDL processes your name, telephone number and email address in order to deliver products and services to the client, to administer the client's orders, to provide service to the client and for the purpose of exercising our rights and obligations under the agreement with the client. The processing is based on SDL’s legitimate interest to do the aforesaid.

SDL will retain your data as long as necessary to fulfill the purposes mentioned above and for any matter related to our contractual relationship with the client. If you notify SDL that you are no longer the customer’s contact person, SDL will delete your data from our register of contact persons.

Your data (for example your name) may be found in agreements, correspondence or other documentation regarding SDL’s relationship with the supplier which SDL needs to save for commercial, business or legal reasons. The processing is based on SDL’s legitimate interest to store such documentation to the extent it is of commercial, business or legal significance to SDL’s business operations.

SDL may also save your personal data for a longer period of time where necessary in order to fulfill a legal obligation which requires processing according to applicable law or in order for SDL to be able to establish, enforce, or defend against legal claims.

#### 3.2 Direct marketing

SDL may also process your email address for direct marketing purposes. The marketing consists of newsletters and marketing of our services which SDL believe may be relevant to you in your profession.

Newsletters and marketing emails may be sent to you for as long as we have a contractual relationship with the client that you represent and up to 12 months after final delivery of our services under the relevant agreement.

Newsletters and marketing materials are only sent where you have not declined such marketing and you may unsubscribe or deregister from our newsletters and marketing emails at any time. In order to deregister, please use the link for deregistration set forth in each newsletter/email.

The processing is based on SDL's legitimate interest to market its products and services.

#### **4 DOES SDL SHARE YOUR INFORMATION WITH OTHERS?**

SDL may transfer your personal data to various suppliers that perform services on our behalf. These recipients are only entitled to process your personal data on behalf of SDL while performing a service for SDL. SDL takes all reasonable legal, technical and organizational measures in order to ensure that your data is handled securely and with an adequate level of protection.

SDL may also disclose your personal data to public authorities where SDL is obligated to do so by law. In the event all or part of SDL's operations is subject to a merger or asset transfer, SDL may transfer your personal data to a potential purchaser of the business.

#### **5 WHERE DO WE PROCESS YOUR DATA?**

Your personal data will only be processed within the EU/EEA.

#### **6 YOUR DATA SUBJECT RIGHTS**

You have certain statutory rights that you are entitled to exercise against SDL. We have summarized these rights below. For further information, please see the GDPR, Chapter 3, Section 3-5.

- (a) **Right of access.** You have the right to obtain confirmation of whether personal data concerning yourself are being processed and, where that is the case, access to the personal data and information regarding, inter alia, the purpose of processing, the categories of personal data concerned, the categories of recipients to whom your data have been or will be disclosed, and the envisaged period of time for which personal data will be stored (or the criteria for determining this).
- (b) **Right of rectification.** You have the right to request rectification of inaccurate personal data concerning yourself, and to complete incomplete data.
- (c) **Right of erasure.** Under certain circumstances you are entitled to request that SDL erase your personal data, e.g. when it is no longer necessary for SDL to process your data taking into consideration the purposes for which it was collected.
- (d) **Right to object.** Under certain circumstances you have the right to object to SDL's processing of your data, whereupon SDL shall no longer process your data unless SDL can demonstrate compelling legitimate grounds for the processing. You are always entitled to object to our direct marketing.
- (e) **Right to lodge a complaint with supervisory authority.** Please note that if you consider the processing of your data to be in violation of applicable data protection laws, you have the right to lodge a complaint with a supervisory authority.

If you want to exercise your rights, please send an e-mail to [gdpr@sdl.se](mailto:gdpr@sdl.se).

## 7 MODIFICATIONS

SDL reserves the right to make changes to this privacy policy. The latest version of our privacy policy is available on [http://www.stockholmdesignlab.se/policy/sdl\\_privacypolicy.pdf](http://www.stockholmdesignlab.se/policy/sdl_privacypolicy.pdf). We will notify you if the privacy policy contains any significant changes.

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## SUPPLIERS/VENDORS

### 1 INTRODUCTION

This privacy policy describes how Stockholm Design Lab Aktiebolag (“SDL”) processes personal data regarding our suppliers’ contact persons.

### 2 WHO IS THE CONTROLLER OF YOUR PERSONAL DATA?

SDL is the controller of the processing of the personal data collected regarding our suppliers’ contact persons.

Please find our contact details below.

Stockholm Design Lab Aktiebolag, 556551-2893

Stadsgården 6, 116 45, Stockholm, Sweden

Phone +46 (0)8 55551900

Should you have any questions about SDL’s processing of your personal data, please contact us at [gdpr@sdl.se](mailto:gdpr@sdl.se).

### 3 OUR PROCESSING OF YOUR PERSONAL DATA

SDL processes your name, telephone number and email address in order to be able to exercise our rights and perform our obligations under the agreement with the supplier you represent and to communicate with the supplier. The processing is based on SDL’s legitimate interest to do the aforesaid.

SDL will retain your data as long as necessary to fulfill the purposes mentioned above and for any matter related to our contractual relationship with the supplier. If you notify SDL that you are no longer the supplier’s contact person, SDL will delete your data from our register of contact persons.

Your data (for example your name) may be found in agreements, correspondence or other documentation regarding SDL’s relationship with the supplier which SDL needs to save for commercial, business or legal reasons. The processing is based on SDL’s legitimate interest to store such documentation to the extent it is of commercial, business or legal significance to SDL’s business operations.

SDL may also save your personal data for a longer period of time where necessary in order to fulfill a legal obligation which requires processing according to applicable law or in order for SDL to be able to establish, enforce, or defend against legal claims.

### 4 DOES SDL SHARE YOUR INFORMATION WITH OTHERS?

SDL may transfer your personal data to various suppliers that perform services on our behalf. These recipients are only entitled to process your personal data on behalf of SDL while performing a service for SDL. SDL takes all reasonable legal, technical and organizational measures in order to ensure that your data is handled securely and with an adequate level of protection.

SDL may also disclose your personal data to public authorities where SDL is obligated to do so by law. In the event all or part of SDL’s operations is subject to a merger or asset transfer, SDL may transfer your personal data to a potential purchaser of the business.

## 5 WHERE DO WE PROCESS YOUR DATA?

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## 6 YOUR DATA SUBJECT RIGHTS

You have certain statutory rights that you are entitled to exercise against SDL. We have summarized these rights below. For further information, please see the GDPR, Chapter 3, Section 3-5.

- (f) **Right of access.** You have the right to obtain confirmation of whether personal data concerning yourself are being processed and, where that is the case, access to the personal data and information regarding, inter alia, the purpose of processing, the categories of personal data concerned, the categories of recipients to whom your data have been or will be disclosed, and the envisaged period of time for which personal data will be stored (or the criteria for determining this).
- (g) **Right of rectification.** You have the right to request rectification of inaccurate personal data concerning yourself, and to complete incomplete data.
- (h) **Right of erasure.** Under certain circumstances you are entitled to request that SDL erase your personal data, e.g. when it is no longer necessary for SDL to process your data taking into consideration the purposes for which it was collected.
- (i) **Right to object.** Under certain circumstances you have the right to object to SDL's processing of your data, whereupon SDL shall no longer process your data unless SDL can demonstrate compelling legitimate grounds for the processing. You are always entitled to object to our direct marketing.
- (j) **Right to lodge a complaint with supervisory authority.** Please note that if you consider the processing of your data to be in violation of applicable data protection laws, you have the right to lodge a complaint with a supervisory authority.

If you want to exercise your rights, please send an e-mail to [gdpr@sdl.se](mailto:gdpr@sdl.se).

## 7 MODIFICATIONS

SDL reserves the right to make changes to this privacy policy. The latest version of our privacy policy is available on [[LÄNK](#)]. We will notify you if the privacy policy contains any significant changes.

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## MEDIA CONTACTS

### 1 INTRODUCTION

This privacy policy describes how Stockholm Design Lab Aktiebolag (“SDL”) processes personal data regarding our media contact persons, including journalists, bloggers and influencers.

### 2 WHO IS THE CONTROLLER OF YOUR PERSONAL DATA?

SDL is the controller of the processing of our media contacts’ personal data.

Please find our contact details below.

Stockholm Design Lab Aktiebolag, 556551-2893

Stadsgården 6, 116 45, Stockholm, Sweden

Phone +46 (0)8 55551900

Should you have any questions about SDL’s processing of your personal data, please contact us at [gdpr@sdl.se](mailto:gdpr@sdl.se).

### 3 OUR PROCESSING OF YOUR PERSONAL DATA

SDL processes your name, telephone number and email address for the purpose of sending press releases and other information regarding SDL’s assignments, projects and similar. The processing is based on SDL’s legitimate interest to do the aforesaid.

We will keep your data for as long as we have a cooperation with you or the media company that you represent. Please let us know if you do no longer wish to be in our register of media contacts.

Your data (for example your name) may be found in agreements, correspondence or other documentation regarding SDL’s relationship with you or the media company which SDL needs to save for commercial, business or legal reasons. The processing is based on SDL’s legitimate interest to store such documentation to the extent it is of commercial, business or legal significance to SDL’s business operations.

SDL may also save your personal data for a longer period of time where necessary in order to fulfill a legal obligation which requires processing according to applicable law or in order for SDL to be able to establish, enforce, or defend against legal claims.

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SDL may also disclose your personal data to public authorities where SDL is obligated to do so by law. In the event all or part of SDL’s operations is subject to a merger or asset transfer, SDL may transfer your personal data to a potential purchaser of the business.

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- (l) **Right of rectification.** You have the right to request rectification of inaccurate personal data concerning yourself, and to complete incomplete data.
- (m) **Right of erasure.** Under certain circumstances you are entitled to request that SDL erase your personal data, e.g. when it is no longer necessary for SDL to process your data taking into consideration the purposes for which it was collected.
- (n) **Right to object.** Under certain circumstances you have the right to object to SDL's processing of your data, whereupon SDL shall no longer process your data unless SDL can demonstrate compelling legitimate grounds for the processing. You are always entitled to object to our direct marketing.
- (o) **Right to lodge a complaint with supervisory authority.** Please note that if you consider the processing of your data to be in violation of applicable data protection laws, you have the right to lodge a complaint with a supervisory authority.

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