

# PRIVACY POLICY

## INTRODUCTION

Maderik Institute of Management AB is committed to protecting our customers' integrity and takes its responsibility seriously for the safety of the customer information. We will be clear and transparent with what information we collect and what we use that information for.

This policy describes the following:

What personal information we collect and process about you in connection with your relationship with us as a customer.

- when we download data
- what we do with that data
- how we store the data
- who we transfer / share the data with
- how we handle your rights to the protection of personal data
- how we follow the rules for data protection.

All personal data is collected and processed in accordance with EU legislation for data management

## DATA CONTROLLER

Maderik Institute of Management AB "(called" we ", " us ", " our "or" Maderik Institute of Management AB ") in this policy. Maderik Institute of Management AB is the" data controller "of all personal information collected and used about Maderik Institute of Management AB's customers.

## WHAT PERSONAL DATA DO WE COLLECT?

Personal information means all information that concerns you, which means that we can identify you, for example your name, photo, contact information, payment details, company you represent and e-mail address.

We may collect personal information from you at:

- Interest, ordering, implementation and payment of our services
- customer Processing
- customer Communication
- When managing marketing such as seminars and other meetings



Specifically, we can collect the following categories of information:

- Person and contact information - Name, address, telephone number, title, e-mail address, company and other similar contact information.
- Information about services - details of the services you purchased.
- The communication you exchange with us or directly to us via e-mail, calls and social media.
- Payment Information - Company Details When Paying Services

## **WHAT DO WE USE YOUR PERSONAL DATA TO WHY AND HOW LONG**

Your data can be used for the following purposes:

- Providing Services You Require: We use the information you provide us to perform the services you have ordered. In order to carry out certain ordered services, we share information to 3rd parties. You will always be informed of this when ordering the service.
- Contact us in case of a changed order: we communicate with you about the services you have ordered and any changes to such services.
- Customer processing: We use your contact information in communication with you, for example by telephone, in order to market and sell our services.
- Payment: We use your payment information for accounting, billing and auditing purposes.
- Customer communication: We use your data to manage our relationship with you as our customer and to improve our services and strengthen your experience with us.
- Marketing: From time to time we will send out information about offers and related services via social media and mail.

We can also process your personal data to comply with a legal obligation.

We will not keep your information longer than is necessary to fulfill the purpose for which it is held. To determine the appropriate retention period, we take into account the amount, nature and sensitivity of the personal data, the purpose for which we treat your personal data and whether we can achieve these purposes in other ways.

When we no longer need your personal data, we will erase or destroy them safely.



## SECURITY FOR YOUR PERSONAL DATA

We follow security procedures when storing and sharing your personal data and to protect it from accidental loss, destruction or damage.

We may share your information with trusted third parties for the purposes set out in this Privacy Policy. We require all third parties to have appropriate technical and operational security measures to protect your personal data, in accordance with EU data protection legislation.

## YOUR DATA PROTECTION RIGHTS

Under certain circumstances, you are legally entitled to:

- **Ask for information** about whether we have personal information about you, and if so, what information and why we have / use it.
- **Request access** to your personal information (commonly known as "database access request"). This allows you to get a copy of the personal information we hold about you and verify that we treat it legally.
- **Request correction** of the personal information we hold about you. This will allow you to get any incomplete or incorrect information we hold about you corrected.
- **Request removal** of your personal information. In this way, you can ask us to delete or delete personal information where there is no good reason why we continue to handle it. You also have the right to ask us to delete or delete your personal information where you have used your right to object to handling (see below).
- **Oppose the handling** of your personal information where we depend on a legitimate interest (or a third party) and there is something about your particular situation that will allow you to object to the management on this basis. You also have the right to object to where we treat your personal information for direct marketing.
- **Opposing to automated decision making including profiling**, should not be subject to any automatic decision-making by us using your personal information or profiling of you.
- **Request limitation of** handling your personal information. That way, you can ask us to cancel the handling of personal information about you, for example,



if you want us to determine its accuracy or the reason why it is being processed.

- **Request the transfer** of your personal information in electronic and structured form to you or to another party (commonly known as a right to "data portability"). This allows you to take your data from us in an electronically usable format and to be able to transfer your data to another party in an electronically usable format.
- **Revoke consent.** Under the limited circumstances in which you may have given your consent to the collection, management and transfer of your personal information for a particular purpose, you have the right to withdraw your consent to the specific management at any time. Once we have received a notification that you have withdrawn your consent, we will no longer process your information for the purpose you originally agreed upon, unless we have another legitimate reason to do so by law.

If you want to exercise any of these rights, please email to: [info@maderik.com](mailto:info@maderik.com)

You do not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your access request is clearly unfounded or excessive.

We may need to request specific information from you to help us confirm your identity and ensure that you have the right to access the information (or exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who is not entitled to receive it.

## **CHANGES IN THE INTEGRITY POLICY**

Our privacy policy may change from time to time and any changes to the content will be communicated to you by e-mail or a message on our website.

