



PRIVATE DATA POLICY WESTERSTRAND URFABRIK AB

Westerstrand Urfabrik AB respects your right with regards to data privacy and data protection. We have therefore developed this policy to inform you how Westerstrand collects, stores, uses, shares, processes and protects the personal data about our customers and suppliers according to GDPR (EU2016/279).

By entering into a contract, making a purchase, using our service and support, visiting our website or by otherwise giving us your personal information you are accepting the practices described in this Policy.

This Privacy Policy applies to all personal data that we collect from, or about, our customers or suppliers directly or from a third party.

Who is responsible for the handling of your personal data

Westerstrand Urfabrik AB, org. nr. 556028–8648, address Verkstadsgatan 1, Töreboda is data controller.

What information do we collect, and how do we collect it

Depending on how you interact with us (online, e-mail, over the phone, etc.), we may collect from you various types of information.

Personal contact information. This includes any information that would allow us to contact you, such as your name, phone or e-mail address. We typically collect personal contact information in connection with purchases, customer service inquiries, support, warranty claims, newsletter sign-up, consumer surveys, fairs and other promotions. If you are a supplier, your personal contact information may be stored under your company profile and for relevant supplier actions such as drawings, price requests and other day-to day logistic activities.

Website usage information. This includes information about how you use and navigate our websites, including which links you click on, which pages or content you view and other similar information and statistics. This information is captured using automated tracking technologies such as browser cookies, and may also be collected through the use of third party tracking services (such as Google Analytics).

Customer-generated content. This refers to any content that you create yourself and then share with us (and perhaps others) by uploading it to one of our websites or applications, including any of our social media sites. Examples may include photos, videos, personal stories, or other similar media or content. We may collect and publish consumer-generated content in connection with a variety of activities, including contests and other promotions, website community features, customer engagement, and third party social network.

Other information (depending on context). This refers to any other information that we might need to collect for a specific purchase or other service that you use or request. What this information includes will vary depending on the method of collection and the specific purpose(s) for which the information is being collected.

For what purposes do we use your personal information

Order fulfilment. We may collect and use your personal information to process and ship your orders, and to inform you about the status of your orders. This could involve the collection and use of certain personal contact information and/or other information related to your purchase. Where orders are being fulfilled by a third party, we will share your personal information with them for the purposes of fulfilment of the order (e.g. transport company). You may, as a result, also receive communications from that third party (whether by e-mail, SMS or other methods of communication) regarding the fulfilment of the order.

Business relation maintenance. We may use your personal information to maintain our business relation with you. This typically involves the use of personal contact information to our partners for day-to day customer and supplier information (e.g. changes of art no, changes of contractual terms, changes of delivery times, price changes, customer and supplier feedback etc).

Customer service. We may collect and use your personal information to provide you customer service, including responses to your inquiries. This typically requires the collection and use of certain personal contact information (such as your name or e-mail address) and information regarding the reason for your inquiry (e.g. quotations, purchase, order status, technical issue, product question/complaint, general question, etc.). Customer service may be provided through various forms of communication, including e-mail correspondence, phone support and live features.

Marketing communications. We may collect and use your personal information to send you marketing communications, such as e-mail communications, newsletters, postal mailings and invitations. You can always opt-out from receiving marketing-related e-mail communications by following the unsubscribe instructions provided in each such communication.

Third party social networking. We may collect and use your personal information when you interact with third party social networking features such as “Facebook”.

Website improvement. We may collect and use your information to improve your experience on our website. This is typically done through automated tracking technologies (please see above) that collect certain website usage information.

Who do we disclose your personal information to and why

Westerstrand will never share your personal information with any third party that intends to use it for direct marketing purposes.

We may share your personal information with service providers, agents or contractors that provide support and assist us with administering our websites, IT systems, computers, servers deliveries etc. Any such third party must at all times provide equivalent levels of security for your personal information as Westerstrand and, where required, are bound by a legal agreement to keep your personal information private and secure.

From time to time, we may run a joint or co-sponsored program, fair or event with another company, organization, or other reputable third party, and, as part of this event, collect and process personal

information. If you do not want your personal information shared with a company other than Westerstrand for such an event you can always choose not to opt in or participate in these events.

We may also disclose your personal information if we are required to do so by law, or if in our good faith judgment, such action is reasonably necessary to comply with legal processes, to respond to any claims, or to protect the safety or rights of Westerstrand, its customers, or the public.

How do we protect your personal information

We take all necessary technical and organisational measures to protect the confidentiality and security of your personal information collected through the various methods described in this Privacy Policy. These efforts include, but are not necessarily limited, to storing your personal information in secure operating environments that are not available to the public and that are only accessible to authorized Westerstrand employees, and our service providers, agents and those with whom we have contracts.

How long do we keep your personal information

We will only keep your personal information for as long as it is reasonably necessary taking into consideration our need to fulfil contractual obligations (e.g. orders, warranty, support contracts) answer queries or resolve problems, provide improved and new services and comply with legal requirements under applicable laws. This means that we may retain your personal information for a reasonable period after you stop using Westerstrand services. After this period, your personal information will be deleted from all systems.

Cookies

Westerstrand does make use of tracking technologies (e.g. Cookies) to gather certain information for the purpose of improving the use and functionality of our websites and other purposes described below.

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

We use Cookies to improve the use and functionality of our website and to better understand how visitors use our website. We also use the information for analysis and statistics and we may use the information to contact you with marketing information.

By using the Westerstrand website, you are consenting to our use of cookies and other tracking technology in accordance with this notice. If you do not agree to our use of cookies and other tracking technology in this way, you should set your browser settings accordingly or not use the website. If you disable cookies that we use, this may impact your user experience while on the Westerstrand website.

What are my rights

You have the right to be informed whether data concerning you are being processed, and you have the right to access the data and to rectification if some personal data is inaccurate.

You have the right to restriction of processing your data and the right to erasure (with some restrictions).

If you choose not to submit any personal information when requested, you may not be able to enter into a contract with us or make a purchase, and it may limit the services and support we can provide you. However, to simply browse our websites and learn more about our products, you do not need to give us any personal information.

Along with every e-mail marketing communication sent to you, we provide you the opportunity to discontinue receiving future marketing communications (i.e., unsubscribe). Simply follow the unsubscribe process or directions provided in the e-mail or form.

How can you contact us

If you have any questions, complaints, or comments regarding this Policy or our information collection practices, please contact us by info@westerstrand.se or through your contact person at Westerstrand.

This Privacy Policy was set up 21 May 2018