

## PRIVACY POLICY

Weda AB, on this page, known as Weda or we, takes seriously the personal privacy of visitors to our web pages, purchases made by both private consumers and companies as well as users of the services provided by Weda on these websites, our apps, our platforms in social media and our customer service, on this page, called digital channels.

Our goal is to make sure that your personal privacy is respected and that your personal information is processed correctly. We take responsibility for the fact that personal data processed by Weda is used solely for intended purposes and protected from unauthorized access. All processing of personal data within Weda is in accordance with applicable privacy laws. Within the EU / EEA, data protection regulation (GDPR) 1 applies from May 2018.

This privacy policy applies generally to all of Weda's digital channels.

In addition to the personal data processing provided through Weda's digital channels, we also treat your personal information, both as a customer and supplier, when purchasing the services and products that Weda offers via Weda's digital channels and in handling in our CRM system. In the event that the terms of any of the services offered through Weda's digital channels contain more specific provisions on personal data processing, such provisions shall take precedence over this privacy policy for the service in question.

What is personal data and what is the processing of personal data?

Personal data is all information that can be directly or indirectly linked to other information, linked to a living natural person. This means that widely different tasks such as names and contact details, IP addresses, contest entries, made choices and behaviors constitute personal data.

Processing of personal data is all that happens with personal data. Any action taken with personal data constitutes treatment, regardless of whether it is performed automated or not, such as collection, registration, organization, structure, storage, processing or modification, production, reading, use, transfer by transmission, dissemination or provision otherwise, adjustment or assembly, restriction, erasure or destruction.

Weda's processing of personal data

What personal data are collected and when are they deleted?

When you visit / use our digital channels or its services or communicate with us in our digital channels, we may collect information about you such as, for example, name, address, mailing address, e-mail address, phone number, identification information, information about your use of Weda's services and products and transaction history, and for some services, also images and location information. In case of false cases

enter your personal information in various forms on our digital channels or its services, communicate with Weda and others via Weda's platforms in social media, leave comments in our contact form or by phone, download reports from Weda's web pages, or sign up for events like Weda organizing.

If you participate in competitions and other promotional activities that we organize, contest and additional personal data you choose to submit to us may be dealt with.

When you contact us through customer service features in our digital channels, for example, when you make a complaint, your contact details and case information will be processed by us.

If you visit or communicate with us through our social media accounts (ie third party

platforms such as Facebook and Twitter), Weda may receive information about your profile and your third party platform interactions from its provider.

Weda has placed so-called "cookies" in several of our digital channels. These cookies collect information about how to use the digital channel. More information about which cookies are placed in our digital channels, and how to remove these cookies, can be found in Weda's Cookie Policy.

Personal data will be processed by us only as long as it is necessary to fulfill the purposes of the processing or to fulfill Weda's legal obligations.

For what purposes are personal data processed?

The personal data about you collected in connection with your use of the digital channels and its services will be processed by Weda or Company in Weda's Group, or their respective sub-boards, for the following purposes.

1. To enable us to provide the products and services you ordered and administer our agreement with you.
2. To enable us to communicate with you through contact via customer service, email forms and in our social media accounts.
3. To manage marketing activities and more.
4. For promotional purposes, including mail, email and text / mms marketing, which you can choose via a link in each email / text message.
5. To analyze and group visitors by selection, prioritization and preferences, which means that a so-called profiling is done, in order to provide you with relevant and customized information, recommendations, ads and offers. It is also possible that data derived from the use of different digital channels from Weda is co-operated for this purpose as well as for the purpose of developing products and services.
6. To process your payment or prevent or detect fraud.
7. To get statistics about the use of our digital channels and its services.
8. To maintain, develop, test and improve our digital channels and the technical platforms on which they are provided.

Legal basis and legitimate interests for personal data processing

Weda always processes your personal information in accordance with applicable law. We process your personal information when it is necessary to fulfill an agreement with you or respond to your customer service request and then we have another legitimate and legitimate interest in processing your personal information, such as an interest in promoting us towards visitors to our digital channels or an interest in developing our Digital Channels. If Weda would process your personal information for any purpose that, according to applicable law, requires your consent, we will obtain your prior consent by actively clicking in a box.

Security for the protection of personal data

Weda protects your personal information with high security and takes appropriate technical and organizational security measures to protect your personal data from unauthorized access, modification, dissemination or destruction.

Information about Weda's customers is treated confidentially.

Restrictions on disclosure of personal data

Weda can hire external partners and suppliers to perform tasks for Weda's account, eg. to provide IT services, payment solutions or help with marketing, analysis or statistics. The execution of these services may mean that Weda's partners, both within the EU / EEA and outside the EU / EEA, have access to your personal data.

Companies that handle personal data for Weda's behalf always sign an agreement with Weda to ensure a high level of protection of your personal data, even with our partners. In relation to non-EU / EEA partners, special safeguards, such as agreements that include standardized data transfer clauses that have been adopted by the EU Commission and are available on the EU Commission website. Weda may disclose personal information to third parties, such as the police or other authority, in the case of criminal investigations or if we are otherwise required to provide such information on the basis of law or authority decision. Weda will not disclose your personal information to any extent other than described in this section.

#### External links

This privacy policy applies to information that Weda treats about you in the context of our digital channels. Weda's digital channels can sometimes contain links to Eksterne Web Site, du er oppmuntret til at gjennomgå de privacy practices og opplysninger om cookies, der gælder for den aktuelle side.

#### Right to information and right to lodge a complaint

Du har rett til, i overensstemmelse med gjeldende personvernlover, at enhver tid for å få tilgang til de personopplysninger som er behandlet om deg, for å korrigere forkerte personlige opplysninger, for at oppheve og slette dine personlige data, at dine personlige data er begrænsede Gegevensbeveiliging, en tegenover de verwerking van persoonsgegevens.

Please contact Weda at the address given below.

Du har også rett til lodge klager med den relevante regulerende myndighet når som helst hvis du mener at dine personopplysninger er behandlet i strid med gjeldende personvernlover.

#### Processing of personal data about children

Weda's Digital Channels are not aimed at children and Weda does not collectively collect personal data about children. Hvis du er en målvakt og oppmerksom på at barnet ditt har gitt personlig informasjon til Weda, vennligst kontakt oss på de adresser som er oppført i teksten nedenfor for å utøve dine rettigheter vedrørende for eksempel rettelse eller fjernelse.

#### Contact

Personal data controller for processing your data is the function specified as responsible for the digital channel in question. Other legal entities in Weda are also, as appropriate, personal data administrators for the processing of personal data in accordance with the terms of the current service or function. If you have questions about how Weda processes your personal information or want information and contact information for personal data administrators in Weda, please contact Weda's Data Protection Officer via email or by mail:

Weda AB  
Wedavägen 4A  
15242 Södertälje  
info@weda.se  
www.weda.se

#### Amendment of this privacy policy

Weda may from time to time make changes to this privacy policy. The latest version of the privacy policy is always available on Weda's web pages

Last updated: 2018-05-24

1 Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016

on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC (General Data Protection Ordinance).