

Privacy Policy

Updated: May 2026

In this privacy notice (the "Notice") we describe how we collect, use, and share your personal data when using our mobile application (the "App"), our website (<https://quatr.se>), our digital channels, when you communicate with us and when you participate in events and other activities that we arrange. The services available through our App is below named the "Service".

Personal data means any information that, directly or indirectly, identify you, for example your name or your IP address.

We are committed to your privacy. We take measures to ensure that your personal data is protected and that our use of personal data complies with applicable regulations and laws and our internal procedures and routines.

1. Who is covered by this notice?

This Notices covers:

- Users of our App, our website and our digital channels, for example our channels and feeds on social media platforms.
- Contact persons of a customer, supplier or a partner to us.
- External persons who contact or otherwise communicate with us and are not covered by the categories above.

2. Who is responsible for the use of your personal data?

Quatr AB ("we", "our" and "us") is responsible for the use of your personal data as described in this Notice. Please see section 11 below for contact information.

3. Which personal data do we collect?

We only collect the personal data that we need. We collect and process the following categories of personal data, but which personal data that we collect about you in particular depends on how you interact with us:

- **Identity information.** Information that makes it possible to identify you, for example your name.
- **Contact information.** Information that makes it possible to contact you, for example your address, e-mail address and telephone number.
- **User generated information.** Information regarding your activity and use of our App, website, digital channels, and services, for example clicks and visits and your behaviour when using the App, the

website and our digital channels. This also includes reactions, interactions and comments made by you in the Service.

- **Profile information.** Information regarding your title, and name and address of the company or organisation that you work for.
- **Communication.** Contents of communication with us, for example contents in e-mail communication or the responses you provide when participating in a survey.
- **Picture, video and audio material.** Information such as your picture or voice that has been photographed or recorded, for example a photograph, or a video or audio recording.
- **Order information.** Information about orders for goods and services, for example the product or service, price or fee, delivery date or assignment period.
- **Technical information.** Technical information about the device that you use when using our App or visiting our websites and digital channels, for example type of device, version of browser and operating system.

4. From where do we collect personal data?

We collect personal data from the following sources:

- **Yourself.** When you use our App, website and other digital channels, contact us or communicate with us, we collect the personal data that you provide to us.
- **Partners.** We collect personal data about you from partner companies that we collaborate with, for example to carry out an event or similar activity.
- **Social network platforms.** If you visit our channels or feeds on social media, we collect the personal data that you provide to us when using these channels.
- **Publicly available sources.** We may collect personal data about you from publicly available sources, for example websites and public records.
- **Authentication service providers.** If you use authentication services, such as "Sign in with Apple" or "Sign with Twitter", we collect personal data from such services in order to authenticate and grant you access to your user account.
- **External persons.** We collect personal data about you that external persons provide to us, for example in connection with communication or an event or similar activity.

5. Why do we use your personal data?

Below we explain the purposes with our use of personal data and provide examples of processing activities carried out for each purpose. Please note that not all processing activities may apply to you. Which processing activities that you are covered by depend on how you interact with us.

To read more about which categories of personal data, which legal basis that we rely on for the use of your personal data for each purpose and for how long your personal data is stored, please see our detailed information on our use of personal data.

Provide the Service

If you have signed up and registered a user account for the Service, we use your personal data to provide the Service, including to set up and administrate your user account and to provide customized and personalized content, recommendations and features in the Service based on your use of the Service.

You need to provide the information that we request when you sign up and register a user account for the Service as the information is necessary for the performance of the contract with you. If you do not provide the information requested, we cannot create your user account and you cannot use the Service.

Communicate about the Service

If you are a user of the Service, we use your personal data to communicate with you regarding the Service, for example to notify you of updates to the Service.

Communicate notifications from companies and partners through the Service

We use your personal data to communicate notifications from companies and partners through the Service, for example push-notifications in the App (if you have allowed the App to display push-notifications). In order to ensure that you receive notifications that are relevant to you, we analyse your personal data on an aggregated level. We do not profile your personal data for this purpose since the analysis is made using aggregated information.

By allowing the App to send notifications to you, you give your consent to receive promotional offers from companies and partners through the Service.

You can at any time decide whether to allow the App to communicate notifications to you by adjusting your notification settings in your mobile device or in the Service.

Analyse the use of the Service

We use your personal data to analyse the usage of the Service on an aggregated level, for example to collect and analyse statistics of how the Service is used, including information on which companies that our users follow and how our users interact with the various functions in the Service. This helps us better understand how the Service is used and how we can continue to develop and improve the Service. We do not profile your personal data for this purpose since analysis is made using aggregated information. We share this aggregated information and anonymised insights, which do not include any personal data, with companies and partners for their own use in their businesses.

Develop and improve the Service

We continuously develop and improve the Service in order to provide the best experience possible. We therefore use your personal data for this purpose, for example to develop new features for the App.

Detect and prevent misuse of the Service

We use your personal data to detect and prevent misuse of the Service. This for your and other safety.

Manage the relationship with business customers, suppliers and partners

If you are a contact person of a business customer, supplier or a partner to us, we use your personal data to manage the customer or supplier relationship or partnership, for example to register you as a contact person, manage invoices and agreements and to communicate for the same purpose.

Manage orders of goods and services

To manage orders of goods and services, we use, where necessary, your personal data for this purpose if you are a contact person for the customer or supplier, for example to manage requests for proposals (RFPs), submit and manage orders, and to communicate for the same purpose.

Follow-up and evaluate the relationship with business customers, suppliers and partners

We use, where necessary, personal data about contact persons of business customers, suppliers and partners to follow-up and evaluate the customer or supplier relationship or the partnership.

Respond to questions

If you contact us, for example by e-mail or phone, with a question, we use the personal data that you share with us to respond to your question.

Communicate about us, our business, and our services

We use your personal data to communicate about us, our business and our services in various channels, including for marketing and promotional purposes. This includes communicating with you regarding offers from us in various digital channels (e.g. e-mail and social network platforms) and promoting the Service and activities that we carry out, e.g. contests and surveys. You can at any time unsubscribe from our communications by clicking on the unsubscribe link in the communication or by contacting us.

We also share your personal data for this purpose with social network platforms and marketing platforms. Please see section 6 below for further information on which recipients that we share personal data with.

Communication between employees and external persons

We use your personal data, where applicable, in connection with communication, for example by e-mail, between employees and external persons.

Provide newsletter

We use your personal data to provide our newsletter, for example to send out the newsletter and manage your subscription. You can at any time unsubscribe from the newsletter by clicking on the unsubscribe link in the newsletter or by contacting us.

Follow-up and analyse the business

We use your personal data to compile reports on an aggregated level and statistics to follow-up and analyse the business. We do not profile your personal data for this purpose.

Document the business

We use your personal data, where necessary, to document the business, for example to manage and store agreements, decision documents, minutes and presentations.

Carry out contests, events and other activities

If you participate in a contest, an event or another activity that we arrange, we use your personal data to carry out the contest, event or activity, for example to register your participation, to communicate with you regarding the activity and, where applicable, publish information regarding the event on our website and in our digital channels.

Carry out surveys

If you choose to participate in a survey that we carry out, we collect the personal data that you provide in connection with the survey. Your opinions about our business and services are important to us. You can unsubscribe from such communications at any time by clicking on the unsubscribe link in the mailing or by contacting customer service.

Develop and improve the business

We use your personal data when we carry out analysis on an aggregated level to develop and improve the business, our business methods and business strategies. We do not profile your personal data for this purpose.

Follow-up and analyse the use of this website and our digital channels

It is important for us to understand how this website and our digital channels are used. We therefore use your personal data for this purpose, for example when we collect and analyse visitor and user statistics on how our website and digital channels are used.

Enable functionality on this website

To enable functionality on this website, for example to remember your settings, we use where necessary your personal data. This in order to provide you with a better user experience on the website.

Ensure technical functionality and security

We use your personal data to ensure necessary technical functionality and security of this websites and our IT systems, for example for security logging, error handling, and backups.

Manage and defend legal claims

If needed, we use your personal data to manage and defend legal claims for example in connection with a dispute or court proceeding. For this purpose, we share personal data, when needed, with other recipients, please see next section 6 below.

Fulfill legal obligations

To fulfil our legal obligations, if necessary, we will use your personal data, for example, in order to fulfil accounting or data protection obligations. For this purpose, we may share certain information with other recipients. Please see section 6 below for more information.

6. Which recipients do we share personal data with?

Below we describe which recipients that we share your personal data with. Which recipients we share your personal data with depends on how you interact with us. Unless we have stated otherwise below the recipient is responsible (data controller) for its own use of your personal data. To read more about why and based on which legal bases, we share your personal data with different recipients, please see our detailed information on our use of personal data. We share personal data with:

Other users of the Service

Content and interactions, including comments and reactions, that you share using the Service will be available to other users of the Service. Similarly, you can see content that other users have shared in the Service. This is a part of the Service.

Service providers

To process personal data for the proposes described in this Notice, we share personal data with service providers that we have engaged. These service providers provide, for example, IT services (e.g. storage), and communication services (which enable us to send you communications). When the service providers process personal data on our behalf, they act as data processors for us, and we are responsible for the processing of your personal data. They must not use your personal data for their own purposes and are contractually and legally obliged to protect your personal data.

External persons

When we communicate with external persons, for example via e-mail, we share the personal data that you yourself or employees share with the external person.

Social network platforms

To communicate and provide personalised promotional offers in our digital channels and on other websites we share personal data with social network platforms.

When we automatically share personal data with these platforms we are, where applicable, jointly responsible together with the relevant social network or marketing platform for the collection and transfer of your personal data using cookies and similar technologies. We and the relevant platform are, however, independently responsible for the subsequent use of your personal data. We have entered into specific arrangements with the platforms which outline the roles and responsibility of us and the relevant platform in relation to the use of your personal data. You have the right to receive information on the essence of these arrangements. Contact us to obtain this information, please see section 11 below for contact details.. Please also see our detailed information on our use of personal data for more information about the recipients with whom we are jointly responsible for the use of your personal data.

Other recipients

If needed, we share your personal data with other recipients for the following purposes:

- to manage a merger or sale of the business,
- to manage and defend legal claims and rights,
- to fulfil legal obligations,
- to respond to a request, and
- to protect and ensure the safety of our staff.

Examples of recipients are external advisors, public authorities, courts, law enforcement, and potential buyers and sellers should we sell the business.

7. Your rights

Rights in relation to the use of your personal data

You have certain rights in relation to the use of your personal data. For example, you have the right to request access and a copy of your personal data, and request that we, under certain circumstances, rectify, delete or restrict the use of your personal data. If you wish to exercise your rights, please contact us by emailing hi@quartr.com. For additional contact details, please see "If you have questions" in section 11 below.

We normally reply to your request within one month

We normally reply to your request within one month following the date that we received the request. If your request is complex or if you have submitted several requests at the same time, we may need additional time to respond to your request. If we consider it necessary to extend the time to respond to your request, we will notify you of this and the reason as to why we need more time to respond to your request within one month following the date that we received your request. The time to respond to your request can be extended with up to a maximum of two months.

Moreover, if we for some reason cannot, wholly or partly, respond to your request, we will notify you of this and the reason as to why we cannot reply to your request within one month following the date that we received the request.

If you have submitted your request electronically, for example via e-mail, we will also respond to your request electronically, unless you request otherwise.

We need to confirm your identity to reply to your request

When you submit a request to exercise your rights, we need to confirm your identity to ensure that you are not somebody else than who you claim to be. This to avoid that we for example disclose personal data to an unauthorised person or in error delete personal data. It is helpful if you use the same e-mail address that you used to sign up for the Service for submitting a request to exercise your rights. If we do not have sufficient information to confirm your identity, we can request that you provide supplementary information about yourself needed to confirm your identity. We only request such information that is reasonable and necessary to your identity. The time to respond to your requests starts when we have confirmed your identity.

Below we describe the rights that you have in relation to your personal data.

Right to access (Article 15 of the GDPR)

You have the right to request confirmation from us as to whether we handle your personal data and in such a case receive a copy of your personal data together with additional information on our use of your personal data. Please note that the right to a copy of your personal data may not adversely affect the rights of others.

Right to rectification (Article 16 of the GDPR)

You have the right to request that we rectify or supplement your personal data if you consider that your personal data is incorrect, incomplete, or misleading.

Right to withdraw your consent (Article 7 of the GDPR)

For certain use of your personal data, we rely on your consent. For information on when we rely on your consent for the use of your personal data, please see our detailed information on our use of personal data. When we use your personal data based on your consent, you have the right to at any time withdraw your consent. When you have withdrawn your consent, we will not continue to use your personal data based on the consent previously provided.

Right to erasure (Article 17 of the GDPR)

You have in certain situations the right to request erasure of your personal data ("the right to be forgotten"). Accordingly, the right to erasure is subject to certain conditions. For example, the right to erasure applies if we keep your personal data but no longer the personal data for the purposes for which it was collected, if you withdraw your consent which we rely on for our use of your personal data, or if you object to our use of your personal data and we cannot show a compelling reason to further use your personal data notwithstanding your objection.

There are also several exemptions from the right to erasure, including if we are obligated under law to keep your personal data or if the personal data is needed to exercise, manage, and defend legal claims.

Right to object to our use of personal data (Article 21 of the GDPR)

In certain situations, you have the right to object to our use of your personal data. Where we rely on our or another's legitimate interest for the use of your personal data, you have the right to object to the use for reasons which relates to your particular situation. You can see in our detailed information on our use of personal data in relation to each purpose if we rely on a legitimate interest for the use of your personal data. If we cannot show a compelling reason to continue to use your personal data, we will stop using your personal data for the relevant purpose.

You always have an unconditional right to object to our use of your personal data for direct marketing purposes.

Right to request restriction of your personal data (Article 18 of the GDPR)

In certain situations, you have the right to request restriction of your personal data which means that you can, at least for a certain period, stop us from using your personal data. The right to request restriction of your personal data applies if you consider that the personal data about you is incorrect and during the period that we verify this, if the use of your personal data is unlawful and if you wish that we continue to store your personal data instead of deleting the personal data, and if we no longer need your personal data for the purposes for which we collected the personal data, but you need the personal data to manage, defend or exercise legal claims and rights.

You also have the right to request restriction of your personal data if you have objected to our use of your personal data and during the period, we verify whether we have a compelling reason to continue to use your personal data.

If the use of your personal data has been restricted, we may normally only store your personal data and not use them for any other purpose than to manage, defend or exercise legal claims and rights. We can also use your personal data for other purposes if you have given your consent to such use.

Right to copy of certain personal data and transfer of the personal data to an external recipient (data portability) (Article 20 of the GDPR)

The right to data portability means that you have a right to receive a copy of the personal data that you yourself has provided to us in a structured commonly used format. Moreover, where it is technically feasible, you also have the right to request that the copy of your personal data is transferred directly to an external recipient.

The right to data portability only applies, however, to personal data that we handle based on your consent (Article 6.1 (b) of the GDPR) or for the performance of an agreement with you (Article 6.1 (a) of the GDPR). You can see in our detailed information on our use of personal data in relation to each purpose for which we collect, use and share your personal data outlined which legal bases we rely on for the use of your personal data.

Right to lodge a complaint

You have the right to lodge a complaint with your supervisory authority. In Sweden, the supervisory authority is the Swedish Authority for Privacy Protection (IMY).

Automated individual decision-making

We do not carry out any automated individual decision-making which have legal effects or similar significant effects on you.

8. Cookies and other technologies

We use cookies and other technologies on our website. For more information on our use of cookies and other technologies and how you can adjust your cookie settings on the website, please see our information on use of cookies and similar technologies.

Some pages on this site are also protected by Cloudflare Turnstile for bot detection. For more information, see the Cloudflare Turnstile Privacy Addendum.

9. Where we process personal data

We store your personal data within the EU. However, we use service providers, which also may use sub-contractors, that are established in third countries outside the EU/EEA. To ensure an essentially equivalent level of protection for your personal data when transferred (or otherwise made available) to service providers in third countries outside of the EU/EEA which do not provide an adequate level of protection, we use the EU Commission's adopted standard contractual clauses for international transfers according to decision 2021/914 and implement – in light of the law and practices of the third country – necessary supplementary measures. Supplementary measures include technical, contractual and organisational measures that are necessary to bring the level of protection of the personal data transferred to an essentially equivalent level protection.

For more information on to which countries your personal data is transferred and the safeguards that we have taken to protect personal data, please contact us at by emailing hi@quartr.com.

10. Updates to this notice

We regularly update this Notice. This in order to ensure that the Notice reflects our use of personal data from time to time. As an example, we will update this Notice if we decide to collect additional categories of personal data or if we intend to use collected personal data for additional purposes.

We will in such case notify you in advance by appropriate means, for example by showing a message in the App, on this website or by e-mail. The latest version of the Notice is always available on this page and the date the Notice was last updated is stated above.

11. Any questions?

If you have questions about this Notice, our use of your personal data or if you wish to exercise your rights, please contact us. Please see contact details below.

If you are not satisfied with our response, you have the right to lodge a complaint with the relevant data protection authority in your country. In Sweden, the Swedish Authority for Privacy Protection (IMY) (www.imy.se) is the data protection authority.

Quartr AB

Reg. no.: 559289-8125

Address: Sveavägen 52, 111 34 Stockholm, Sweden.

E-mail: hi@quartr.com

Detailed information on our use of personal data

Why and how we use personal data

Please find below detailed information regarding our use of personal data, including the categories of personal data used, the legal basis for the use and for how long the personal data is stored.

Purpose	Personal data	Legal basis	Storage period
Provide the Service	<ul style="list-style-type: none">• Communication• Contact information• Identity information• Technical information• User generated information	Performance of a contract. The processing is necessary in order to fulfill the contract with you as outlined in our Terms of Service.	<p>Personal data is stored for this purpose as long the user account is active. Your user account is active if you have logged into the Service during the last twelve (12) months.</p> <p>User generation information, e.g. reactions and comments in the Service, is normally retained until further notice. This to satisfy our legitimate interest of providing the Service and other users' legitimate interest of a good user experience using the Service.</p>
Communicate notifications from companies and partners through the Service	<ul style="list-style-type: none">• Contact information• Identity information• Technical information• User generated information	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of communicating notifications from companies and partners through the Service and our companies' and partners' legitimate interest of communicating with you through the Service	Personal data is stored for this purpose as long the user account is active. Your user account is active if you have logged into the Service during the last twelve (12) months.
Communicate about the Service	<ul style="list-style-type: none">• Communication• Contact information• Identity information	Performance of a contract. The processing is necessary in order to fulfill the contract with you as outlined in our Terms of Service.	Personal data is stored for this purpose as long the user account is active. Your user account is active if you have logged into the Service during the last twelve (12) months.
Analyse the use the Service	<ul style="list-style-type: none">• Identity information• Technical information• User generated information	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of analysing how the Service is used.	<p>Personal data is stored for this purpose as long the user account is active, however, for a maximum period of five (5) years. Your user account is active if you have logged into the Service during the last twelve (12) months.</p> <p>If you access the Service without a user account, your personal data is stored for a period of five (5) years following the date of collection for this purpose.</p> <p>Statistics and reports which do not include any personal data are stored until further notice or until deleted.</p>
Develop and improve the Service	<ul style="list-style-type: none">• Contact information• Identity information• Technical information• User generated information	Legitimate interest. The processing of your personal data is necessary in order to satisfy our legitimate interest of developing and improving the Service.	Personal data is stored for this purpose for such period as is necessary in order to anonymize the data, test features or functionality and deploy patches and other bug fixes.

Purpose	Personal data	Legal basis	Storage period
Detect and prevent misuse of the Service	<ul style="list-style-type: none"> • Identity information • Technical information 	Legitimate interest. The processing of your personal data is necessary in order to satisfy our legitimate interest of detecting and preventing misuse of the Service.	<p>Personal data is stored for this purpose as long the user account is active. Your user account is active if you have logged into the Service during the last twelve (12) months.</p> <p>If you access the Service without a user account, your personal data is stored for a period of three (3) following the date of collection for this purpose.</p>
Manage the relationship with business customers, suppliers and partners	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Order information • Profile information 	<p>Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of managing the relationship with business customers, suppliers and partners.</p> <p>Performance of a contract. If the agreement is concluded with a private business, the processing is carried out to fulfil the agreement with the business.</p>	<p>Personal data is stored for this purpose as long as there is an active relationship and for a period of ten (10) years thereafter to satisfy our legitimate interest of managing and defending legal claims. The relationship is active if we have had contact during the last twelve (12) months.</p>
Manage orders of goods and services	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Order information • Profile information 	<p>Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of managing orders of goods and services.</p> <p>Performance of a contract. If the agreement is concluded with a private business, the processing is carried out to fulfil the agreement with the business or to take steps at the request of you before entering into such an agreement.</p>	<p>Personal data is stored for this purpose as long as it is necessary to manage the order and for a period of ten (10) years thereafter to satisfy our legitimate interest of managing and defending legal claims.</p>
Follow-up and evaluate the relationship with business customers, suppliers and partners	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Order information • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of follow-up on and evaluating our relationships with our business customers, suppliers and partners.	<p>Personal data is stored for this purpose for a period of 27 months calculated from the date of collection.</p> <p>Statistics and reports on an aggregated level which do not include any personal data are stored until further notice or until deleted.</p>
Respond to questions	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Order information • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of responding to questions.	<p>Personal data is stored for this purpose for a period of 12 months calculated from the date of the last communication in the same conversation or matter. Personal data published in digital channels, for example in our social media feeds is, as a starting point, retained until further notice.</p>

Purpose	Personal data	Legal basis	Storage period
Provide our services on the website	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Profile information • Technical information 	<p>Performance of an agreement. To the extent we enter into an agreement with you regarding the provision of the service, we use your personal data to fulfil the agreement with you.</p> <p>Legitimate interest. Where there is no agreement in place, we rely on our legitimate interest of providing our services to you for the processing of personal data.</p>	Personal data is stored for this purpose as long your user account is active and for a period of three (3) months thereafter. Your user account is active if you have used it during the last twelve (12) months' period.
Communicate about us, our business, and our services	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Picture, video and audio material • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of communicating about us, our business, and our services.	Personal data is stored for this purpose as long as there is an active relationship and for a period of twelve (12) months thereafter for the same purpose. Personal data published in digital channels, for example in our social media feeds is, as a starting point, retained until further notice.
Communication between employees and external persons	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Picture, video and audio material • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of our employees and external persons communicating.	Personal data is stored for this purpose for a period of twelve (12) months calculated from the date of the last communication in the same conversation or matter and for a period of ten (10) years thereafter to satisfy our legitimate interest of managing and defending legal claims. Personal data published in digital channels, for example in our social media feeds is, as a starting point, retained until further notice.
Provide newsletter	<ul style="list-style-type: none"> • Contact information • Identity information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of providing our newsletter to you when you have registered for the newsletter.	Personal data is stored for this purpose until further notice or until you unsubscribe from the newsletter.
Follow-up and analyse the business	<ul style="list-style-type: none"> • Identity information • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of follow-up on and analysing the business.	<p>Personal data is stored for this purpose for a period of 27 months calculated from the date of collection.</p> <p>Statistics and reports on an aggregated level which do not include any personal data are stored until further notice or until deleted.</p>
Document the business	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Picture, video and audio material • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of documenting the business	Personal data is, as a starting point, stored until further notice for this purpose.

Purpose	Personal data	Legal basis	Storage period
Carry out contests, events and other activities	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Picture, video and audio material • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of carrying out the contest, event, or the activity in question.	<p>Personal data is stored for this purpose during the time the activity is carried out and for a period of 13 months calculated from the date of the activity to satisfy our legitimate interest of follow-up on the participation, evaluate the activity and for planning potential future activities. Thereafter the personal data will be anonymised.</p> <p>Statistics and reports on an aggregated level which do not include any personal data are stored until further notice or until deleted.</p>
Carry out surveys	<ul style="list-style-type: none"> • Communication • Contact information • Identity information • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of carrying out surveys for the purpose of collecting your opinions about our business and our services.	<p>Personal data is stored for this purpose during the period the survey is carried out and for a period of three (3) months thereafter to compile the responses in a report. Thereafter the personal data will be anonymised.</p> <p>Statistics and reports on an aggregated level which do not include any personal data are stored until further notice or until deleted.</p>
Develop and improve the business	<ul style="list-style-type: none"> • Identity information • Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of developing and improving the business.	<p>Personal data is stored for this purpose for a period of 27 months from the date of collection.</p> <p>Statistics and reports on an aggregated level which do not include any personal data are stored until further notice or until deleted.</p>
Follow-up and analyse the use of this website and our digital channels	<ul style="list-style-type: none"> • Identity information • Technical information • User generated information 	Consent. The processing is carried out based on the consent that you provide when accepting our use of cookies and similar technologies for the same purpose.	<p>For information on how long your personal data is stored for this purpose, please see our information on our use of cookies and similar technologies.</p> <p>Statistics and reports on an aggregated level which do not include any personal data are stored until further notice or until deleted.</p>
Enable functionality on this website	<ul style="list-style-type: none"> • Technical information 	Consent. The processing is carried out based on the consent that you provide when accepting our use of cookies and similar technologies for the same purpose.	<p>For information on how long your personal data is stored for this purpose, please see our information on our use of cookies and similar technologies.</p> <p>Statistics and reports on an aggregated level which do not include any personal data are stored until further notice or until deleted.</p>

Purpose	Personal data	Legal basis	Storage period
Ensure technical functionality and security	<ul style="list-style-type: none"> Relevant categories of personal data 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of ensuring technical functionality and security of this website and our IT systems.	Personal data is stored for the same period as stated in relation to each relevant purpose of the processing. Personal data in logs is retained in order to satisfy our legitimate interest of troubleshooting and incident management for a period of 13 months from the date and time of the log entry. Personal data in backups are stored for a period of 13 months from the date of the backup.
Manage and defend legal claims	<ul style="list-style-type: none"> Only the categories of personal data needed for managing and defending the legal claim in the individual case 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of managing and defending legal claims.	Personal data is stored for the period required in order for us to manage and defending a legal claim in the individual case.
Fulfill legal obligations	<ul style="list-style-type: none"> Only the categories of personal data are necessary for fulfilling the relevant legal obligation. 	Fulfill legal obligation. The processing is necessary in order to fulfil legal obligations that we are subject to.	Personal data is stored for such period that is necessary in order for us to fulfil each legal obligation that we are subject to and for a period of ten (10) years thereafter to satisfy our legitimate interest of managing and defending legal claims and for the period necessary to manage such a claim.

Why and with whom we share personal data

Please find below detailed information regarding which categories of personal data we share with other recipients and the legal basis for the transfer.

Recipient	Purpose	Personal data	Legal basis
Other users of the Service	Provide the Service	<ul style="list-style-type: none"> Communication User-generated information 	Performance of a contract. The processing is necessary in order to fulfill the contract with you as outlined in our Terms of Service.
Social network platforms	Communicate about us, our business, and our services	<ul style="list-style-type: none"> Identity information Profile information Technical information User generated information 	Consent. The processing is carried out based on the consent that you provide when accepting our use of cookies and similar technologies for the same purpose.
External persons	Communication between employees and external persons	<ul style="list-style-type: none"> Communication Contact information Identity information Picture, video and audio material Profile information 	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of our employees and external persons communicating.

Other recipients

Purpose	Personal data	Legal basis
Manage a merger or sale of the business	Only the personal data that is necessary for this purpose is shared with the recipient.	Legitimate interest. The processing is necessary in order for us and the buyer's legitimate interest of completing the sale or merger.
Manage and defend legal claims	Only the personal data that is necessary for this purpose is shared with the recipient.	Legitimate interest. The processing is necessary in order for us to satisfy our legitimate interest of managing and defending legal claims.
Fulfil legal obligations	Only the personal data that is necessary for this purpose is shared with the recipient.	Fulfilling a legal obligation. The processing is necessary in order for us to comply with our legal obligations.
Respond to a request	Only the personal data that is necessary for this purpose is shared with the recipient.	Legitimate interest or to fulfil a legal obligation. To the extent that we are obligated to respond to a request, personal data is used to fulfil this legal obligation. Otherwise, the processing is based on a balance of interests where the processing is necessary in order to satisfy our and the requester's legitimate interest in responding to the request.
Protect and ensure the safety of our staff	Only the personal data that is necessary for this purpose, for example to notify an incident to law enforcement.	Legitimate interest. The processing is necessary in order to satisfy our legitimate interest of protecting and ensuring the security of our staff.

Recipients that we are jointly responsible with

We are jointly responsible for the use of your personal data with certain recipients that we share your personal data with.

Recipient	Information
Facebook Ireland Limited Grand Canal Square, Grand Canal Harbour, Dublin 2, D02C525, Ireland	Information regarding Facebook Ireland's use of your personal data, including their legal basis and the ways that you can exercise your rights against Facebook Ireland can be found in their Data Policy available at https://www.facebook.com/about/privacy . We and Facebook Ireland have entered into a joint controller addendum to determine the respective responsibilities in relation to the use of your personal data for which we and Facebook Ireland is jointly responsible, please see https://www.facebook.com/legal/controller_addendum .