PRIVACY POLICY FOR EQPESTORE.COM (VERSION 2026-10)

WE PROTECT YOUR PERSONAL DATA

Your trust is important to us at EQPEstore.com ("EQPEstore.com", "we", "us"). Our goal with this policy is to describe to you how clearly and transparently we collect, use, transfer and store your information so that you can feel confident that your personal information is safe and not misused. Personal data is any kind of information that can be directly or indirectly attributed to a natural person who is alive. In this information text, we describe how and why we process personal data when you as a private individual shop at EQPEstore.com.

We conduct all processing of personal data in accordance with EU data protection legislation GDPR. The data controller for the processing of your personal data is SkiStar AB unless otherwise stated in this information. However, this privacy policy is applied by all companies within the SkiStar Group, but SkiStar AB has overall responsibility for the SkiStar Group's operations, and it is therefore to SkiStar AB that you should turn with questions or to exercise your rights. See more about how to exercise your rights in section 7.

1 PERSONAL DATA THAT MAY BE PROCESSED WHEN YOU INTERACT WITH US

Below is a description of the personal data we may process when you integrate with us. We have divided the personal data into specific categories of personal data to make it easy for you to get an overview of what data we may process and when. In the following three sections below, we describe for what we use these categories of personal data.

Bank information (e.g. bank, credit/debit card details, account number)

Contact details (e.g. e-mail address, postal/delivery address, telephone number)

Electronic identification information (e.g. IP addresses, device identifiers, tracking pixels and cookies - for information on how we use cookies, see our cookie policy).

Financial information (e.g. payment methods, billing information)

Identity information (e.g. name, customer number, social security number *(used in specific cases and printed separately)*, date of birth, gender, nationality)

Image/video (e.g. images/videos on social media or website that you either publish yourself or that we publish after your approval).

Information you provide (e.g. responses to customer surveys, information in correspondence with customer service (e.g. chat, email, phone)).

Purchase details (e.g. purchase history, product/service details, bonus points, receipt management)

Skier's details (e.g. height, weight, shoe size). *Only present in this case if you have purchased a product with personalized measurements or fitting.*

In the table below you can read about 1) the purpose for which we use your personal data (the purpose), 2) the categories of personal data we may use for each purpose and whether we have received the data from you or another source, 3) the legal basis on which we use your data and 4) when we stop processing your data for the stated purpose. If you want to read about when we delete your personal data, see section 0.

Purposes of processing the personal data	**Types of personal data and where they come from (source)**	**Legal basis for processing under the GDPR**	**When the purpose of the treatment ends**
Administration of our sales platform (EQPEstore.com)	*Data that comes from you:* • Image/video • Information you provide *Data that comes from someone other than you:* • Electronic identification information (your device)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	Exists throughout the time we are otherwise entitled to save your data, for example because you are a customer or to comply with the law or fulfil a contract with you
Social media management (publishing/promotion, running contests, managing comments and direct messages) for EQPEstore.	*Data that comes from you:* • Contact details • Identity information • Image/video • Information you provide *Data that comes from someone other than you:* • Electronic identification information (your device)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	Exists throughout the time we are otherwise entitled to save your data, for example because you are a customer or to comply with the law or fulfil a contract with you
Administration of customer register for EQPEstore.com	*Data that comes from you:* • Bank details • Contact details • Identity information (including social security number) • Purchase details • Skier's details *Data that comes from someone other than you:* • Financial information (e.g. payment service provider)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	Exists throughout the time we are otherwise entitled to save your data, for example because you are a customer or to comply with the law or fulfil a contract with you
Administering the accounts	*Data that comes from you:* • Bank details	Legal obligation (there are laws or regulations that make it	During the compilation of the accounts and for 7 years after the end of the year in

	• Contact details • Identity information • Purchase details	controllers must process certain personal data in their activities)	which the data were recorded
Enable entry and purchase in POP by SkiStar store	*Data that comes from you:* • Bank details (if you make a purchase) • Image/video (surveillance camera) • Identity data (including social security number) • Contact details • Purchase details (if you make a purchase) *Data that comes from someone other than you:* • Purchase details (SkiStar) (if you make a purchase)	When you enter the POP store: Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed) If you make a purchase in the POP store: Contract (you have, or will enter, a contract with us)	Up to ten (10) years due to statute of limitations rules When the agreement between us ends
Customer segmentation	*Data that comes from you:* • Identity data • Contact details • Purchase details • Lifestyle-related tasks *Data that comes from someone other than you:* • Purchase details (EQPEstore) • Financial information (e.g., payment service provider)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	3 years from your last activity or if you inform us that you are not interested in this treatment
Dealing with breaches of EQPE:s terms and conditions	*Data that comes from you:* • Identity data (including social security number) • Contact details • Purchase details • Information you provide *Data that comes from someone other than you:* • Image/video (surveillance camera) • Purchase details (EQPE) • Financial information (e.g., payment service provider)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	Up to ten (10) years due to statute of limitations rules
Enable you to share content from your social media on our selected websites, for example through #yesEQPE (read more at EQPEstore.com	*Data that comes from you:* • Contact details • Image/video • Purchase details	Consent (the data subject has agreed to the processing)	If you choose to unpublish your image

Manage and deliver non-commercial communications (e.g. safety information or product recalls)	*Data that comes from you:* • Identity information • Contact details • Purchase details • Information you provide	Legal obligation (there are laws or regulations that make it controllers must process certain personal data in their activities)	Up to ten (10) years due to statute of limitations rules
Manage product reviews left on EQPEstore.com	*Data that comes from you:* • Contact details • Identity information • Information you provide • Purchase details	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	Occurs throughout the time we otherwise have the right to save your data, for example because you are a customer or to comply with the law or fulfil an agreement with you
Analysis and statistics	*Data that comes from you:* • Contact details • Identity information • Information you provide • Purchase details • Skier's details *Data that comes from someone other than you:* • Electronic identification information (your device) • Financial information (e.g. payment service provider)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	Exists throughout the time we are otherwise entitled to save your data, for example because you are a customer or to comply with the law or fulfil a contract with you
Conduct customer surveys for EQPEstore.com (if you have entered into an agreement with us)	*Data that comes from you:* • Contact details • Identity information • Purchase details	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	Up to one year from the end of the contract or when you inform us that you are not interested in this processing
Communicate with you by email about abandoned cart or products you might be interested in	*Data that comes from you:* • Contact details • Identity information • Information you *Data that comes from someone other than you:* • Electronic identification information (your device)	Consent (the data subject has agreed to the processing). In this case, it is done through our cookie manager and assumes that we have collected your email from you.	If you tell us that you are not interested in this treatment

Managing purchases made on EQPEstore.com (including delivery and returns/complaints)	*Data that comes from you:* • Bank details • Contact details • Financial information • Identity information (including social security number) • Information you provide • Purchase details • Skier details (if you buy mounted ski equipment)	Contract (the data subject has a contract or will enter a contract with the controller)	When the contract between you and us ends
Marketing and information/communication about EQPE via email and/or SMS (collected via EQPEstore.com)	*Data that comes from you:* • Contact details • Identity information • Purchase details *Data that comes from someone other than you:* • Electronic identification information (your device)	Consent (the data subject has agreed to the processing) If you consent to receive newsletters, your consent also includes the use of tracking pixels. If you unsubscribe from the newsletter via the unsubscribe link or via our website, your data collected using tracking pixels will also be deleted.	3 years from your last activity or if you inform us that you are not interested in this treatment
Personalized digital marketing (delivering customized advertising outside SkiStar through our third-party advertising services based on your user behavior and profile)	*Data that comes from you:* • Contact details	Consent (you have agreed to the processing)	Either when you withdraw your consent or if you inform us that you are not interested in this processing
Providing support and customer service including handling complaints from customers	*Data that comes from you:* • Identity data • Contact details • Purchase details • Information you provide *Data that comes from someone other than you:* • Purchase details (EQPEstore) • Financial information (e.g., payment service provider)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	When you call our customer service, we save the conversation with you for 90 days When you chat/email with us, we save the conversation with you for up to five years If your case concerns a complaint or a claim, we will keep the data for up to 10 years due to statute of limitations rules

Providing support, troubleshooting, enhancement, ordering and other necessary management for IT systems	*Data that comes from you:* • Contact details • Identity information • Information you provide • Purchase details *Data that comes from someone other than you:* • Electronic identification information (your device) • Financial information (e.g. payment service provider)	Legitimate interest (the controller's interest in processing your data has been deemed to outweigh your interest in not having your data processed)	When you call our customer service, we save the conversation with you for 90 days. When you chat/email with us, we keep the conversation with you for up to three years.

2 INFORMATION ABOUT SKISTAR MEMBER IN EQPE'S PHYSICAL STORES

If you are a member of SkiStar Member ("Member"), you may, in EQPE's physical stores, choose to register your membership at the time of purchase by presenting the QR code in the SkiStar app for scanning. The scan enables us to link the purchase to your membership, for example to register Member Points and provide digital receipts. When the QR code is scanned, EQPE processes a membership identifier (e.g., membership/customer number) and purchase information (e.g., date, store, amount, and purchased items) to enable the linkage to Member. The purchase information is then transferred to SkiStar, which processes the data as the data controller for Member to administer the membership and the membership features.

Please note: Member cannot be used for purchases made on EQPE's website. This means that you cannot register your membership, earn Member Points, or receive digital receipts linked to Member when shopping online on EQPE's website.

For questions about Member and how SkiStar processes personal data within Member, please refer to SkiStar's Privacy Policy for Private Individuals and Member.

3 SPECIFICALLY ON PROFILING

Profiling under the GDPR means the processing of personal data in order to evaluate certain personal aspects relating to you as a customer. We do this by analysing your data and thereby attempting to predict your purchasing behaviour. By doing so, we can continuously improve our communications and our offers to you. Examples of the profiling activities we carry out include attempting to predict which offers may be of greatest interest to you based on your previous purchases.

The profiling we carry out takes place within the purpose “Marketing and information/communications about EQPE via email and/or SMS” for you as a private customer who has consented to receiving marketing communications. In the description of this processing, we specify which categories of personal data we use for the processing and profiling and the legal basis on which we carry this out.

We do not carry out any automated decision-making that has legal effects concerning you or similarly significantly affects you.

4 TO WHOM WE DISCLOSE PERSONAL DATA

To fulfil the agreement with you and to otherwise conduct our business, we may need to share your personal data with our subcontractors and partners. We only share personal data with them to the extent necessary for them to provide their services to you/us and they will only have access to the personal data that is necessary.

Subcontractors

To fulfil the purposes of our processing of your personal data, we share your personal data with companies that provide services to EQPEstore.com, for example, to manage the mailing and delivery of your goods or to provide you with free parking. These companies are only allowed to process your personal data according to our explicit instructions and may not use your data for their own purposes. They are also legally and contractually obliged to protect your personal data.

IT suppliers

We use several different IT services and systems in our operations, some of which store and process personal data. Some systems are installed locally with us and only our staff have access to the data. In these cases, there is no transfer to third parties. However, some systems are cloud solutions or installed at the provider's premises and involve us transferring personal data to the provider. In these cases, the provider is our data processor and processes the data on our behalf and according to our instructions.

Web analytics and social media companies

We use external providers for personalization and analysis of user behaviour on our websites and for user feedback. The data involved is data collected through cookies and processed at an anonymous and aggregated level. For example, you may see advertising when you are on other websites and

apps, such as social media. This is delivered to you through our third-party advertising services. See more under the purpose "Personalized digital marketing" or in our Cookie Policy.

Authority

If we are required by law or if the law allows, we may share personal data with government and public authorities to the extent necessary.

5 HOW LONG WE KEEP YOUR PERSONAL DATA

We will never keep data longer than we need to and will only use your personal data for the purposes set out in this policy. Thereafter, we will securely delete your personal data. However, the same personal data may be stored for different purposes, which means that we may delete data from one system when it is no longer needed there, while the data may continue to be stored in another system if the purpose for that processing remains. If data is needed after this period for analytical, historical, or other legitimate commercial purposes, we will take appropriate steps to anonymize that data so that it no longer constitutes personal data.

The length of time we keep your personal data depends on the purpose for which we use it.

1. Personal data that we are required to keep by law is kept for as long as the law requires, such as data required by accounting legislation, which is kept for 7 years.
    a. If required by law, this means that EQPEstore.com may not delete your personal data even if you request its deletion (read more about your rights in section).7
2. Personal data used for the contractual relationship between you and EQPEstore.com will normally be retained for the duration of the contract and thereafter for a maximum of 10 years due to statute of limitations rules (processing is necessary for the establishment, exercise, or defence of legal claims).
    b. Data necessary to establish, exercise or defend legal claims may also be stored based on our legitimate interest, which means that you do not necessarily need to have entered a contract with us. Data stored for this reason will not be deleted by EQPEstore.com even if you request it (read more about your rights in section).7
3. The personal data we collect, which is not necessary for the purposes of limitation rules or for the performance of a legal or contractual obligation (see points 1 and 2 above), is kept in our customer database for three years based on our legitimate interest.

4. Personal data that we process in the context of your consent will be kept if the consent is valid and you do not withdraw it.

6 COOKIES

At EQPEstore.com we use cookies to improve your experience, to collect information for our marketing and to develop the websites. We cannot identify you who visit our websites using this information, but since an IP address is considered personal data, we inform you about the processing. In addition to this privacy policy, our cookie policy also applies to this processing. This Cookie Policy applies to EQPEstore.com.

7 YOUR RIGHTS AS A DATA SUBJECT

Right to information

You have the right to be informed about how we process your personal data. We do this through this policy and by answering any questions you may have.

Right to access your personal data

In addition to having online access to the personal data related to "my page" or your booking, you have the right to receive a copy of the personal data we hold about you and information on how we process it through a so-called "extract from the register". If we receive a request for an extract, we may ask for additional information to ensure that we disclose the data to the right person.

Right to object

Processing conducted based on our legitimate interest, you always have the right to object under the GDPR. In this case, we will balance the interests based on your specific situation to assess whether there is still a legitimate reason for us to process your personal data for the stated purpose.

Opt out of direct mail

You can opt out of our direct marketing emails at any time by clicking on a link in the email, under your settings on "my page" on skistar.com or by contacting us at the contact details below.

Right to withdraw consent

You can choose to withdraw your consent at any time through your consent settings on "my page" or alternatively contact us using the contact details below. If you withdraw your consent, we will cease the processing that was subject to the consent.

It may happen that the same personal data is processed both based on consent and on the basis that the data is necessary for us to fulfil a contract with you. This means that even if you withdraw your consent and the processing based on the consent ceases, the personal data may remain with us for other purposes.

Right to data portability

For automated processing carried out based on consent or contract where the personal data is collected directly from you, you have a right to data portability, which means that you have a right to request your personal data in a structured, commonly used and machine-readable format.

Right to rectification, erasure, or restriction

You have the right to request that your data be erased, completed, or rectified. If you believe that information about you is inaccurate or incomplete, you have the right to request that it be corrected or completed. You also have the right to request that the processing of your personal data be restricted in certain cases, for example while we rectify it.

If you wish to have your data deleted, you can contact us at help@eqpestore.com. If we receive a deletion request via email, we may ask for additional information to ensure that you are you. Please note, however, that if we still have a legitimate reason to retain your data, for example by law or contract, your request may be rejected in whole or in part.

Right to lodge a complaint with the supervisory authority

If you think we are managing your personal data incorrectly, you have the right to lodge a complaint with the Data Protection Authority. Read more on the website of the Authority.

How do you exercise your rights?

If you have any questions about the processing of your personal data, wish to lodge a complaint or exercise any of your rights, please contact us using the contact details provided below.

dpo@skistar.com

or by letter to

SkiStar AB, Attn: DPO
Fjällvägen 25

780 91 Sälen

8 CHANGES TO THIS PRIVACY POLICY

We may change this Privacy Policy from time to time and any changes will be effective automatically thirty (30) days after they are posted on EQPEstore.com. Where the change is particularly relevant or material, you will be notified of the change. If we update the Privacy Policy that are deemed necessary to comply with legal obligations, governmental opinions or decisions, the new Privacy Policy may become effective immediately upon posting on EQPEstore.com.