



Kährs Privacy Policy

For [kahrs.com](https://www.kahrs.com)

Kährs respects your privacy. We are committed to ensuring that your personal data is processed securely, with a high level of protection and in accordance with applicable data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This privacy policy describes how we process personal data relating to you as a consumer when you visit our website www.kahrs.com, shop via our online store, order samples or communicate with us regarding your orders. The policy is intended to be clear and transparent, explaining what data we process, why we do so, the legal basis for the processing and how long the data is retained.

1. Data controller

Kährs Holding AB (publ) is the data controller for the processing of personal data described in this policy.

Kährs Holding AB (publ)

Company registration number: 556003-1268

Box 805, SE-382 28 Nybro, Sweden

Email: privacy@kahrgroup.com

2. How we process your personal data

Below we describe which personal data we process, for what purposes, on which legal basis and for how long the data is stored. You are not obliged to provide personal data to us, but if you choose not to do so, we may be unable to complete purchases, deliveries or provide certain services.

2.1 Customer data relating to online purchases or sample orders

Source of data	Categories of personal data	Purpose	Legal basis	Retention period
You	Name, delivery and billing address, email address, telephone number, order details	Administer and fulfil purchases	Contractual obligation	As long as necessary to perform the contract
You / payment service provider	Payment information, payment status	Process payments, refunds, fraud prevention	Contractual obligation	According to accounting and contractual requirements
You (customer contact)	Name, contact details, order details, correspondence	Customer service, returns, complaints	Contractual obligation	As long as necessary to manage the case
You	Order and transaction data	Compliance with legal obligations	Legal obligation, Contractual obligation	As required by law (normally at least seven years)
You (marketing)	Name, email address, mobile number	Newsletters and SMS marketing	Consent	Until consent is withdrawn

2.2 Website visitor data – marketing and analytics

Collection method	Categories of data	Purpose	Legal basis	Retention period
Cookies	Technical and behavioural data, consent status	Analytics and marketing	Consent	Until consent withdrawn
Cookieless measurement	Aggregated or pseudonymised data	Service improvement	Legitimate interest	As long as necessary

2.3 Essential functionality

Collection method	Categories of data	Purpose	Legal basis	Retention period
Necessary cookies	Technical data and settings	Ensure website functionality	Legitimate interest / Contractual obligation	As long as required

3. Profiling

We may analyse information about website usage and product interest to display relevant content and, where you have consented, tailor marketing. We do not use profiling for automated decision-making with legal effects.

4. Social media

If you interact with us via social media platforms, we may process personal data in order to communicate with you. Each platform is independently responsible for its own personal data processing.

5. Sharing of personal data

We may share personal data to fulfil contracts, comply with legal obligations or based on legitimate interests. We do not sell personal data.

6. Transfers of personal data outside the UK or EU/EEA

Where personal data is transferred outside the UK or EU/EEA, appropriate safeguards such as adequacy decisions or standard contractual clauses are applied.

7. Your rights

Under the UK GDPR, you have the right to access, rectification, erasure, restriction, objection, data portability and to lodge a complaint with the Information Commissioner's Office (ICO).

8. Balancing of interests

Where processing is based on legitimate interests, we conduct a balancing test to ensure our interests outweigh your fundamental rights and freedoms.

9. Cookies

We use cookies and similar technologies to ensure website functionality and, where you have consented, for analytics and marketing. More information is available in our cookie policy.

10. Changes to this policy

We may update this privacy policy from time to time. The latest version is always available on our website.

11. Contact

Email: privacy@kahrs.com

Last reviewed: 20 April 2026