

## PRIVACY POLICY

We want you to feel safe when you provide us with your personal data and we care about your privacy. This privacy policy explains how we collect and use your personal data. It also describes your rights vis-à-vis us and how you can exercise your rights.

The data controller is Digital Makers Stockholm AB, corporate identity number 559357-7975, c/o Christensson, Grev Magnigatan 10, 5 tr, 114 55, Stockholm (hereinafter referred to as the "Company"). The Company operates the website [www.digimake.se](http://www.digimake.se).

As a data controller, it is our responsibility to ensure that your data is handled correctly and securely in accordance with applicable legislation.

In this privacy policy, we use the term "personal data" to describe information that can directly or indirectly identify a natural person. You have the right to object to our processing of personal data in certain respects, read more below under each purpose. It is important that you read and understand our privacy policy before using our Service.

### 1. WHAT INFORMATION WE COLLECT AND WHY

#### 1.1 DIGIMAKE SERVICES

Purpose: To provide Digimake's services (hereinafter referred to as the "Service").

#### Categories of personal data

We collect and process the following categories of personal data when you order or use our Service: name, address, social security number, telephone number, e-mail address and login details.

#### Personal data processing operations carried out

We process personal data in the following ways: collection, registration, contact by e-mail, contact by telephone, contact by letter and customer service management.

#### From which sources do we collect your personal data?

The personal data we process has been provided by you.

The personal data we process has also been obtained from UC AB, Verifiera AB, CheckBiz AB, Biznode AB and Ratsit AB.

## **Who else may have access to your personal data?**

The following companies may have access to your personal data in the context of the Service:

UC AB (credit information)

Verifiera AB (Credit information)

Checkbiz AB (Credit information)

Ratsit AB (Credit information)

Biznode AB (Credit information)

Loopia AB (Cloud services for web hosting and email)

Microsoft Ireland Operations, Ltd. , Ireland (Cloud services for email, calendar and collaboration)

Amazon Web Services EMEA SARL, Luxembourg (Cloud services for email distribution)

Clarix International, London, United Kingdom (Cloud services for integration and databases)

Fmcloud.fm / 1-more-thing, Brussels, Belgium (Cloud services for integration and databases)

## **Legal basis**

The legal basis for the processing of personal data is to be able to provide cost estimates and quotes and for the fulfilment of contracts with you who use the Service.

## **Your right to object to processing**

This processing of your personal data is necessary for us to fulfil the Service. If you wish to object to this type of processing, we are unfortunately unable to provide the Service.

## **Storage period**

We process and store your personal data for this purpose for 1 year after your relationship, directly or via your employer (or equivalent) with us is considered terminated.

Personal data contained in invoice documents is stored in accordance with legal requirements in the Swedish Accounting Act.

## 1.2 DIGITAL MARKETING

Purpose: To promote Digimake's services.

### **Categories of personal data**

We process the following categories of personal data for marketing purposes via digital channels (email, phone, websites): name, phone number, address, email address and login details.

### **Personal data processing operations carried out for marketing purposes**

We process personal data for marketing purposes via digital channels in the following ways: phone calls, website logins, emails and social media direct messages.

### **From which sources do we collect your personal data?**

The personal data we process for marketing purposes has been provided by you.

### **Who else may have access to your personal data?**

The following companies may have access to your personal data in the context of the Service:

Loopia AB (Cloud services for web hosting and email)

Microsoft Ireland Operations, Ltd. , Ireland (Cloud services for email, calendar and collaboration)

Amazon Web Services EMEA SARL, Luxembourg (Cloud services for email distribution)

Clarix International, London, United Kingdom (Cloud services for integration and databases)

Fmcloud.fm / 1-more-thing, Brussels, Belgium (Cloud services for integration and databases)

### **Legal basis**

The legal basis for processing personal data is consent. We will only process your data for this purpose if you have previously given us your active consent.

### **Your right to object to processing**

You can withdraw your consent by emailing your request to [info@mail.digimake.se](mailto:info@mail.digimake.se)

## **Storage period**

We process and therefore store your personal data for this purpose for 1 year from the following point in time: from the first registration or the last moment of renewed consent.

## **1.2 DIRECT MARKETING**

Purpose: To promote Digimake's services.

### **Categories of personal data**

We process the following categories of personal data for direct marketing purposes (addressed letterbox advertising): name and address.

### **Personal data processing operations carried out for marketing purposes**

We process personal data for marketing purposes in the following ways: addressed letterbox advertising

### **From which sources do we collect your personal data?**

We have purchased the personal data that we process for direct marketing purposes from Bisnode AB. The data originally comes from the Swedish Companies Registration Office and has been entered as the official address of each company.

### **Who else may have access to your personal data?**

The following companies may have access to your personal data:

PostNord Sverige AB (distribution of addressed letterbox advertising)

Clarix International, London, United Kingdom (Cloud services for integration and databases)

Fmcloud.fm / 1-more-thing, Brussels, Belgium (Cloud services for integration and databases)

### **Legal basis**

The legal basis for processing personal data is legitimate interest. In a balancing of interests, we have concluded that our interest in marketing to limited liability companies is stronger than your interest in protecting your personal data.

### **Your right to object to processing**

You have the right to object to the future use of your personal data for direct marketing to the relevant limited liability company. Please email your request,

including the name of the company and your address, to [info@mail.digimake.se](mailto:info@mail.digimake.se) .  
Please provide an alternative address for the limited liability company.

## **Storage period**

We process and thus store your personal data for this purpose for 1 year from the following point in time: from the first day we receive the data from Bisnode AB.

## **1.2 WEBSITE STATISTICS**

Purpose: To optimise communication via our website.

### **Categories of personal data**

We process the following categories of personal data for website statistics: functional web cookie, part of IP address, time, page title, URL of the page viewed/viewed before the current page, files downloaded, clicks on link to other website, clicks on link leading to our websites, country, region, city, screen resolution, main browser language and browser type.

### **Personal data processing operations carried out for website statistics**

We process the personal data for website statistics in an internal system that stores and compiles the data

### **From which sources do we collect your personal data?**

The personal data we process for website statistics has been provided by you when you visit our website.

### **Who else may have access to your personal data?**

The following companies may have access to your personal data:

Loopia AB (Cloud service for web hosting)

### **Legal basis**

The legal basis for processing personal data is legitimate interest. In a balancing of interests, we have concluded that our interest in collecting the above-mentioned data for website statistics is stronger than your interest in the protection of your personal data.

### **Your right to object to processing**

You have the right to object to the future use of your personal data for our website statistics. You can only do this via a form on our website. The form can be found at [www.digimake.se/se/integritet](http://www.digimake.se/se/integritet).

## **Storage period**

We process and therefore store your personal data for this purpose for 1 year from the following date: when you visit our website.

## **2. WHERE DO WE PROCESS YOUR DATA?**

We always endeavour to process your personal data within the EU/EEA and all our own IT systems are located within the EU/EEA. Our cloud providers' systems are located in the EU/EEA but in some cases processing may take place temporarily in the US.

## **3. YOUR RIGHTS**

### **You have the right to access (register extract)**

We are always open and transparent about how we process your personal data and if you want to get a better overview of what personal data we process about you, you can request access to that data.

Please note that if we receive a request for access, we may ask for additional information to ensure the effective handling of your request and that the information is provided to the right person.

### **Right to rectification**

You have the right to have inaccurate personal data concerning you rectified. Depending on the purpose of the processing, you also have the right to complete incomplete personal data.

### **Right to erasure**

You can request the erasure of personal data we process about you if:

- the data are no longer necessary for the purposes for which they were collected or processed
- You object to a balance of interests we have made based on legitimate interest and your reason for objection outweighs our legitimate interest.
- You object to processing for direct marketing purposes.
- Personal data is processed in an unlawful manner.
- The personal data must be deleted to fulfil a legal obligation to which we are subject.

Please note that we may have the right to refuse your request if there are legal obligations that prevent us from immediately deleting certain personal data, such as accounting legislation. It may also be that the processing is necessary for the

establishment, exercise or defence of legal claims. Should we be prevented from complying with a request for erasure, we will instead block the personal data from being used for purposes other than the purpose preventing the requested erasure.

## **Right to restriction**

You have the right to request that our processing of your personal data be restricted. If you contest the accuracy of the personal data we process, you can request a restriction of processing for the time we need to verify the accuracy of the personal data. If we no longer need the personal data for the identified purposes, but you need it to establish, exercise or defend legal claims, you can request restricted processing of the data by us. This means that you can request that we do not delete your data.

If you have objected to a legitimate interest assessment that we have made as a lawful basis for a purpose, you can request restriction of processing for the time we need to verify whether our legitimate interests outweigh your interests in having the data erased. If processing has been restricted under any of the situations above, we may only process the data for the establishment, exercise or defence of legal claims, for the protection of the rights of others or where you have given your consent, in addition to the storage itself.

## **Right to object to certain types of processing**

You always have the right to opt out of marketing and to object to any processing of personal data based on a balance of interests. See more about the specific legal bases under each purpose. If you object to direct marketing, we will stop processing your personal data for that purpose as well as cease all types of direct marketing.

## **Right to data portability**

In certain cases, you have the right to request that the data concerning you that you have provided to us be transferred to another controller (so-called data portability). A prerequisite for data portability is that the transfer is technically feasible and can be automated.

## **Exercise your rights**

You can exercise your rights by emailing your request to [info@mail.digimake.se](mailto:info@mail.digimake.se).

## **4. HOW WE PROTECT YOUR DATA**

We use IT systems to protect the confidentiality, integrity and availability of personal data. Only those people who actually need to process your personal data in order for us to fulfil our stated purposes have access to it.

We have put in place specific security measures to protect your personal data. This means that personal data is stored in systems with restricted access, encryption is used when transferring data, internal data security policies are in place and the company ensures that policies and measures are regularly reviewed, and intrusion prevention firewalls and ddos protection are in place.

## **5. THE PRIVACY PROTECTION AUTHORITY**

The Authority for the Protection of Privacy (IMY) is the authority responsible for monitoring the application of the personal data legislation/GDPR. If you believe that we are handling personal data incorrectly, you can lodge a complaint with this authority. You can contact them by calling 08-6576100 or emailing [imy@imy.se](mailto:imy@imy.se)

## **6. CONTACT DETAILS**

If you have any questions about our processing of personal data, please send an email to [info@mail.digimake.se](mailto:info@mail.digimake.se) or call 08-502 485 86.

## **7. AMENDMENTS TO THIS POLICY**

If we change our privacy policy, we will post the updated policy here, with the date of the change. In the event of significant changes to our policy that materially alter our privacy principles, we may also notify you by other means, such as by email or by posting a notice on our website that the change is effective.

This privacy policy entered into force on 21 February 2025.