

## PRIVACY POLICY

Personal data is valuable to our business. The new legislation gives us an opportunity to take control of this value ourselves. The Data Protection Ordinance applies to processing of personal data that is wholly or partly carried out by *automatic* means or contained in a *register*. We are therefore constantly updated about how GDPR applies and adjusts our own routines for it.

IMCG does not collect more personal information than necessary and we do not save data longer than we need. We only deal with the information needed and only those who need the data use it. IMCG never sells personal information. IMCG follows the basic principles for processing personal data according to GDPR.

### PERSONAL DATA MANAGER

IMCG is responsible for processing your personal data in accordance with applicable legislation. Personal Data Responsible is IMCG AB, org. No. 556741-7372, Odinsgatan 20 A, 411 03 Göteborg.

### INTEGRITY POLICY APPLICABLE AT IMCG

When you are in contact with IMCG for a business interest or enter into an agreement with the company, your personal information is stored in our HubSpot CRM system. IMCG's starting point is that we only borrow personal data. This means that we primarily store contact details for the company and its contacts (name, title, email, phone number) and notes that facilitate the handling of projects, assignments and sales processes. The purpose of processing personal data is to:

- Comply with our commitments to our customers, such as execution of a purchase, delivery of service and invoicing
- Enhance customer relationship and customer service
- Provide support for analysis and business development
- Follow applicable legislation, such as the Accounting Act

### INTEGRITY POLICY APPLICABLE AT IMCG.SE

To see statistics on our webpage, [imcg.se](http://imcg.se) and [imcg.se/en](http://imcg.se/en), we use Google Analytics, we can see aggregate information about how visitors use our site. What pages the visitors are browsing and what posts they are reading. However, we do not follow the information down to an individual level. We do not collect any personal data on our website via active tracking codes for, for example, advertising in other social communication platforms. We save information in Google Analytics for 26 months.

### DIRECT MARKETING AND PROFILING

Subscription to our newsletter means you agree that we store your personal details (name and e-mail address) for future delivery. We will save the address until the person himself resigns from the subscription, the opportunity for which is in each individual mail. We use Mailchimp as a tool. Read more: <https://mailchimp.com/legal/privacy/>

### FOR HOW LONG DO WE SAVE YOUR DATA?

We will keep your personal information as long as there is a need to fulfil the purposes for which the data was collected. They are also saved for the time required by applicable law, such as the Accounting Act.

### YOUR RIGHTS TO REGISTER DRAWINGS

You are entitled to request access to your personal data processed by IMCG once a year. A request for a registry printout must be made orally at IMCG's headquarters in Gothenburg so that the responsible person can ensure that the right person gets access to the material.

### CONTACT

You are welcome to contact us by e-mail: [contact@imcg.se](mailto:contact@imcg.se) or phone +46 (0)766-365301 if you have questions about our privacy policy and the processing of your personal information.