

# **GDPR**

EU General Data Protection Regulation

## **Swedish Microwave AB**

## 1. Introduction

Swedish Microwave AB, further referred to as SMW, is ready to handle integrity issues correctly. We want to inform you as an interest in how we handle personal information and how we comply with the legal requirements for managing information.

The new regulation, the GDPR, will enter into force on May 25, 2018. The regulation has high standards that all organizations dealing with personal data have clear objectives for this. Similarly, a structure and way of working that enables you as an individual / customer to get your data processed or deleted.

SMW's ambition is not only to follow the new law, but also to exemplify in our internal work.

## 2. Our internal work

SMW has a working group with representatives from various internal areas of activity. The work has resulted in a policy and routine description relating to our internal information security areas. These documents will be revised annually.

The working group for Information Security has also invented the data we collect in order to handle personal data according to regulations and to enable smooth dialogue with you as stakeholders. We have also worked to increase the security and access to information.

The ultimate responsibility for processing personal data is SMW's CEO and Board.

## 3. Personal data of customers / contacts

Personal Data Customers/Contact persons are all kinds of information directly or indirectly attributable to a natural person who is alive. This involves, for example, Company information, addresses, registration numbers, personal names, email addresses but also positions, languages, personal phone numbers, personal e-mail addresses. GDPR includes all forms of processing of the data such as collection, registration, organization, structuring, storage, processing, transfer and deletion.

## 4. Your rights

If you have personal data in our records, you have a statutory right to contact us for the processing of your information. Contact Us by email: [gdpr@smw.se](mailto:gdpr@smw.se)

Your statutory rights as registered can be read on the Datainspektionen & European Commission Websites <https://www.datainspektionen.se/> [https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules\\_en](https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en)

Below are examples that may be particularly relevant to you:

**The right to access the personal data we process.** You can request the register extracts of your personal information. Then request rectification or alteration of the information we process if you so wish.

**The right to oppose processing for direct marketing purposes.** You can unsubscribe from continued mailings relating to direct marketing (invitations to events, newsletters, etc.) by notifying us. e.g. by emailing to [gdpr@smw.se](mailto:gdpr@smw.se) or by unsubscribe when sending newsletters and invitations event.

**The right to oppose your treatment for personal reasons.** You may object to the processing of your personal data for some of you specified personal reasons. However, we are entitled to continue to process your Information

following a balancing of interests, it appears that:

We have reasons to justify such treatment and that, the importance of this treatment weighs heavier than your Privacy interest.

See examples of the balance of interests below.

**The right to erasure of data.** You have the right to request deletion of your personal data. The data shall be deleted in the following cases:

- If the data are no longer needed for the purpose for which they were collected.
- If the information has been collected with consent and consent is revoked.
- If the treatment is for direct marketing and the individual opposes this treatment.
- If the data have been illegally processed.
- Erasure is required to comply with a legal obligation.

**The right to portability.** You have the right to receive a copy in a structured format of the data concerning you. The difference from the right to register extracts is that this includes only the information you provided to us and which we treat with the support of law. Examples of this may be an agreement with you.

## **5. How we collect your personal information**

We have collected your personal information via different channels.

1. You/The company is a customer of SMW or has been in contact with SMW.
2. You have applied to receive our newsletter.
3. You have visited our events and signed up to the same.
4. You have met us personally and provided your information.
5. You/company have purchased our products.

## **6. How long we Save Your details**

SMW saves data as long as there is a customer relationship between us or is necessary to achieve the purposes described in this policy. See our assessment of interest for specific purposes below.

## **7. Personal Data We process**

The personal data we process and for what purpose are described below.

Purposes	Category of data	Personal data	Legal basis / Balancing of interests
<b>Newsletter</b>	Company data	E-mail addresses First name Surname	Legitimate interest. The processing is necessary to inform you as a customer of our business.
<b>Customer Management</b>	Company data	Registration number/VAT Company Address Postcode, City & Country Phone Fax Website E-mail addresses	Legitimate interest. To fulfill our contractual commitments to you as a customer
	Contact	First name Surname Phone Mobile phone E-mail addresses Position Interests Birthday Photo	Legitimate interest. To fulfill our contractual commitments to you as a contact person
<b>Invitations</b>	Company data	Company Address Postcode, City & Country E-mail addresses	Legitimate interest. The processing is necessary to inform you as a customer of our business.
	Contact	E-mail addresses First name Surname	Legitimate interest. Processing is necessary to inform you of our business.
<b>Webb</b>	Company data	Registration number/VAT Company Address Postcode, City & Country Phone Fax Website E-mail addresses	Legitimate interest. Processing is necessary to inform you of our activities and to fulfill our contractual commitments to you as a customer.
	Contact	E-mail addresses First name Surname	Legitimate interest. Processing is necessary to inform you of our activities and to fulfill our contractual commitments to you as a contact person.

## 8. Contact Us

You are welcome to contact me if you have any questions about this publication. Primarily connect via [gdpr@smw.se](mailto:gdpr@smw.se).

Telephone via Switchboard: +46 141 216135.