

Didriksons Privacy Policy

THE MANAGEMENT OF PERSONAL DATA

Within Didriksons, we process the personal data of those who use our services or purchase from us. We care about your privacy and comply with applicable legislation that protects you as an individual. Didriksons is the personal data controller for the processing of personal data on this website.

With the help of the table of contents below, you can easily navigate to the sections that are of particular interest to you.

Table of contents

1. What is personal data and what is the processing of personal data?	1
2. Who is responsible for the personal data we collect?	1
3. What personal data do we collect about you as a customer and for what purpose (why) do we collect it?	2
4. What personal data do we collect in order to market & improve our products & services, and for what purpose (why) do we collect it?	3
5. From which sources do we collect your personal data?	7
6. Who can we share your personal data with?	7
7. Where do we process your personal data?	8
8. For how long do we retain your personal data?	8
9. What are your rights as a data subject?	8
10. How do we handle personal ID numbers?	9
11. What are cookies and how do we use them?	9
12. How you can control the use of cookies yourself.	10
13. What is meant by the Swedish Data Protection Authority being the supervisory authority?	10
14. What is the easiest way to contact us with questions about data protection?	10

1. What is personal data and what is the processing of personal data?

Personal data is any kind of information that can directly or indirectly identify a physical person. The processing of personal data is anything that is done with the personal data. Any action taken with personal data constitutes processing, regardless of whether it is automated or not. Common examples of processing include collecting, recording, organising, structuring, storing, collating, transferring and deleting.

2. Who is responsible for the personal data we collect?

Didriksons Regnkläder AB, org. no. 556566 – 1831, with the address Prognosgatan 8, 50464 Borås, Sweden is the personal data controller for the company's processing of personal data.

3. What personal data do we collect about you as a customer and for what purpose (why) do we collect it?

Purpose	Processing that is carried out	Categories of personal data
In order to manage the customer's order/purchase	<ul style="list-style-type: none"> • Delivery (including notification and any contact regarding the delivery). • Identification and age verification. • Payment management (including an analysis of possible payment solutions, which may include a check against payment history and the obtaining of a credit report from Klarna). • The handling of complaints and warranty claims. 	<ul style="list-style-type: none"> • Name. • Personal ID number. • Contact details (e.g. address, email and telephone number). • Payment history. • Payment information. • Credit report from a credit reference agency. • Purchase information (e.g., which items have been ordered or whether an item is to be delivered to another address).
<p>Legal basis: Completion of the purchase agreement. This collection of your personal data is required in order for us to fulfil our obligations under the purchase agreement. If the information is not provided, our commitments cannot be fulfilled and we are therefore forced to refuse your purchase.</p>		
<p>Retention period: Until the purchase has been completed (including delivery and payment) and for a period of 36 months thereafter in order to be able to handle any complaints and warranty claims.</p>		

4. What personal data do we collect about you in order to market & improve our products & services, and for what purpose (why) do we collect it?

Purpose	Processing that is carried out	Categories of personal data
<p>In order to market products and services.</p>	<ul style="list-style-type: none"> • The creation of personalised content for you, e.g. making things easier for you through relevant product recommendations, offers, inspiration and other similar actions. • Simplifying your use of our services (e.g. by reminding you about forgotten/abandoned digital shopping baskets, and sending you suggestions for shopping lists). • Personal communication based on your customer behaviour. • Analysis of the data we collect for the purpose. Based on the data we collect (e.g. purchase and click history), we make an individual level analysis. The insights from the analysis form the basis for our communication with you and what recommendations, offers and information are presented to you. 	<ul style="list-style-type: none"> • Name. • Age. • Gender • Place of residence. • Contact details (e.g. email and telephone number). • Purchase history. • Purchase and user generated data (e.g. click and visit history).
<p>Legal basis: Legitimate interest. The processing is necessary in order to provide our customers with personal, relevant and customised content.</p>		
<p>Retention period: Until the customer terminates their subscription or unfollows the company.</p>		

Purpose	Processing that is carried out	Categories of personal data
In order to be able to conduct and manage participation in competitions and events.	<ul style="list-style-type: none"> • Communicating with participants in a competition • Communicating with participants before and after an event (e.g. confirmation notifications, questions, or evaluations) • Identification and age verification • The selection of winners and arrangement of any prizes (e.g. payouts or travel bookings) 	<ul style="list-style-type: none"> • Name. • Age. • Contact details (e.g. address, email or telephone number). • Data submitted in competition entries. • Data submitted in event evaluations.
Legal basis: Legitimate interest. The processing is necessary in order to achieve a mutual legitimate interest in managing your participation in competitions and/or events.		
Retention period: During the period when the competition/event (including any evaluation) is underway.		

Purpose	Processing that is carried out	Categories of personal data
In order to manage customer service cases.	<ul style="list-style-type: none"> • Communication and responding to questions submitted to customer services via telephone or digital channels, including social media. • Identification. • Investigation of complaints and support requests (including technical support). 	<ul style="list-style-type: none"> • Name. • Contact details (e.g. address, email or telephone number). • Your correspondence. • Data about the date of purchase, place of purchase, faults/complaints to do with the product. • Technical data regarding your equipment that is required in order to manage support requests.
Legal basis: Legitimate interest. The processing is necessary in order to achieve our mutual legitimate interest in managing customer service cases.		
Retention period: 12 months.		

Purpose	Processing that is carried out	Categories of personal data
<p>In order to be able to evaluate, develop and improve the company's services, products and systems for the benefit of all customers.</p>	<ul style="list-style-type: none"> • Personalisation of services in order to become more user-friendly (e.g. changing the user interface to simplify the flow of information or in order to highlight features frequently used by customers in our digital channels). • The compiling of data with the aim of improving the flow of goods and logistics (e.g. by being able to forecast purchases, stocks and deliveries). • The compiling of data with the aim of developing and improving our range. • The compiling of data with the aim of developing and improving our resource efficiency from an environmental and sustainability perspective (e.g. by streamlining purchasing and the scheduling of deliveries). • Giving our customers the opportunity to influence our range. • The compiling of data with the aim of improving our IT systems in order to generally increase security for the company and our visitors/customers. • Analysis of the data we collect for the purpose. Based on the data we collect (e.g. purchase history, age and gender), you are sorted into a customer group (a so called customer segment), which is then analysed at an aggregated level using unidentified or pseudonymised data, without any link to you as an Individual. The insights from the analysis are the basis for which products are purchased and how we develop didriksons.com 	<ul style="list-style-type: none"> • Age. • Gender. • Place of residence. • Correspondence and feedback regarding our products and services. • Purchase and user generated data (e.g. clicks and visitor history). • Technical data about devices used and their settings (e.g. language setting, IP address, browser settings, time zone, operating system, screen resolution and platform). • Information about how you have interacted with us, i.e. how you have used the service, where and for how long different pages were visited, response times, download errors, how you reached and left the service etc.
<p>Legal basis: Legitimate interest. The processing is necessary in order to achieve our mutual legitimate interest in evaluating, developing and improving our services, products and systems.</p>		
<p>Retention period: From the time of collection and for a period of 36 months thereafter.</p>		

Purpose	Processing that is carried out	Categories of personal data
In order to prevent the misuse of a service or to avoid, prevent and investigate crimes against the company	<ul style="list-style-type: none"> • The prevention and investigation of possible fraud or other offences (e.g. incident reporting in stores). • The prevention of spamming, phishing, harassment or other actions that are prohibited by law or under our terms of purchase. • Protection and improvement of our IT environment against attacks and intrusions. 	<ul style="list-style-type: none"> • Personal ID number. • Purchase and user generated data (e.g. click and visit history). • Technical data about devices used and their settings (e.g. language setting, IP address, browser settings, time zone, operating system, screen resolution and platform). Information about how our digital services are used.
<p>Legal basis: The fulfilment of a legal obligation (if there is one) or a legitimate interest. If there is no legal obligation, the processing is necessary in order to achieve our legitimate interest in preventing the misuse of a service or for preventing and avoiding crime against the company.</p>		
<p>Retention period: From the time of collection and for a period of 36 months thereafter.</p>		

5. From which sources do we collect your personal data?

In addition to the data you provide to us, or that we collect from you based on your purchases and how you use our services, we may also collect personal data from someone else (a so-called third party). The data we collect from third parties is as follows:

- 1) Address data from public records in order to be sure that we have the correct address details for you.
- 2) Data on creditworthiness from credit rating agencies, banks or information companies.

6. Who can we share your personal data with?

Personal data processors. In cases where it is necessary in order for us to be able to offer our services, we share your information with companies that function as so-called personal data processors on our behalf. A personal data processor is a company that processes information on our behalf and according to our instructions. We have personal data processors that help us with:

- 1) Transport (logistics companies and forwarding agents).
- 2) Payment solutions (card payment companies, banks and other payment service providers).
- 3) Marketing (printing and distribution, social media, media agencies or advertising agencies).
- 4) IT services (companies that handle the necessary operation, technical support and maintenance of our IT solutions).

When your personal data is shared with a data processor, it is only done for purposes that are consistent with the purposes for which we originally collected the information (e.g. in order to fulfil our obligations under the purchase agreement). We check all data processors to ensure that they are able to provide sufficient guarantees regarding the security and confidentiality of personal data. We have written agreements with all personal data processors through which they guarantee the security of the personal data processed, and undertake to comply with our security requirements, as well as restrictions and requirements regarding the international transfer of personal data.

Companies that are independent personal data controllers. We also share your personal data with certain companies that are independent personal data controllers. The fact that the company is an independent personal data controller means that we do not control how the information submitted to the company will be processed. Independent data controllers that we share your personal data with are:

State authorities (the police, the Swedish Tax Agency, or other authorities), which we are we are required to do so in accordance with the law, or in cases of suspected crime.

Companies that deal with shipping (logistics companies and freight forwarders).

Companies that offer payment solutions (card payment companies, banks and other payment service providers). When your personal data is shared with a company that is an independent personal data controller, that company's privacy policy and personal data management policy become applicable.

7. Where do we process your personal data?

We always strive to ensure that your personal data is processed within the EU/EEA and all our own IT systems are located within the EU/EEA. However, for system related support and maintenance, we may have to transfer the data to a country outside the EU/EEA, e.g. if we share your personal data with a personal data processor that either itself, or through a subcontractor, is located or stores data in a country outside the EU/EEA. In such cases, the personal data processor will only be given the data relevant for the purpose (e.g. log files). No matter which country which your personal data is processed in, we take all reasonable legal, technical and organisational measures to ensure that the level of protection is the same as in the EU/EEA.

8. For how long do we retain your personal data?

We never retain your personal data for longer than is necessary for the respective purpose. Find out more about the specific retention periods under each purpose.

9. What are your rights as a data subject?

The right of access. We are always open about our processing of your personal data and if you want a deeper insight into the personal data we process about you in particular, you can request access to the data. Please be aware that if we receive a request for access, we may ask for additional information in order to ensure that your request is dealt with efficiently and that the data is provided to the right person.

The right to rectification. You have the right to have any incomplete personal data completed and can request the rectification of your personal data if the data is incorrect.

The right to erasure. You can request the erasure of personal data we hold about you if:

- The data is no longer necessary for the purpose for which it was originally collected or processed.
- You object to a balancing of interests based on our legitimate interest and your reason for objection outweighs our legitimate interest.
- You object to processing for direct marketing purposes.
- The personal data is being processed in an unlawful manner.
- The personal data must be erased in order to comply with a legal obligation we are subject to.
- Personal data has been collected about a child (under the age of 13) for whom you have parental responsibility and the collection has been made in connection with the provision of information society services (e.g. social media).

Please keep in mind that we may have the right to refuse your request if there are legal obligations that prevent us from immediately erasing certain personal data. These obligations can derive from accounting and tax legislation, and banking and money laundering legislation, but also from consumer rights legislation. It may also be that the processing is necessary for us to be able to determine, assert or defend a legal claim. 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 that prevents the requested erasure.

The right to restrict processing. You have the right to request that our processing of your personal data be restricted.

The right to object to a certain type of processing. You always have the right to avoid direct marketing and to object to any processing of personal data based on a balancing of interests.

Legitimate interest: In cases where we use a balancing of interests as the legal basis for a purpose, you have the opportunity to object to the processing. To be able to continue processing your personal data after such an objection, we need to be able to demonstrate a compelling legitimate reason for the processing in question, which outweighs your interests, rights or freedoms. Otherwise, we can only process the data for the purpose of determining, asserting or defending a legal claim.

Direct marketing (including analyses performed for direct marketing purposes): You are able to object to your personal data being processed for direct marketing purposes. The objection also includes the analysis of personal data (so-called profiling) carried out for direct marketing purposes. By direct marketing it is meant all types of outreach marketing activities (e.g. by post, email and SMS). Marketing activities where you as a customer have actively chosen to use one of our services or otherwise have sought us out in order to find out more about our services do not count as direct marketing (e.g. product recommendations or other features). If you object to direct marketing, we will discontinue the processing of your personal data for that purpose and discontinue any direct marketing activities.

The right to data portability. If our right to process your personal data is based either on your consent or the completion of an agreement with you, then you have the right to request that the data you have provided to us relating to you is transferred to another personal data controller (so-called Portability). A prerequisite for data portability is that the transfer is technically feasible and can be automated.

10. How do we handle personal ID numbers?

We will only process your personal identification number when it is clearly justified with regard to the purpose, necessary for secure identification, or if there is any other noteworthy reason. We always minimise the use of your personal identification number, by as much as possible by using your birth number instead, whenever that is sufficient.

11. What are cookies and how do we use them?

A cookie is a small text file consisting of letters and numbers that is sent from our web server and saved in your browser or on your device. On didriksons.com we use the following cookies:

- 1) Session cookies (a temporary cookie that expires when you close your browser or device).
- 2) Persistent cookies (cookies that remain on your computer until you delete them or they expire).

- 3) First-party cookies (cookies that are set by the website you are visiting).
- 4) Third-party cookies (cookies that are set by a third party website. With us, these are primarily used for analyses, e.g. Google Analytics.).
- 5) Similar techniques (techniques that store information in your browser or on your device in a manner similar to cookies).

The cookies we use normally improve the services we offer. Some of our services need cookies in order to work properly, while with others, cookies improve the service for you. We use cookies in order to obtain general analytical data regarding your use of our services, and for saving functional settings such as language as well as other data. We also use cookies to be able to target relevant marketing to you.

12. How you can control the use of cookies yourself.

Your browser or device allows you to change the settings for the usage and extent of cookies. Go to your browser or device settings in order to learn how to adjust your cookie settings. Examples of settings you can make are - to block all cookies, to only accept first-party cookies, or to delete cookies when you close your browser. Keep in mind that some of our services may not work if you block or delete cookies.

You can read more about cookies in general on the Swedish Post and Telecom Authority's website, pts.se. How is your personal data protected? We use IT systems to protect the confidentiality, integrity and access to personal data. We have taken special security measures to protect your personal data against unlawful or unauthorised processing (such as unlawful access, loss, destruction or corruption). Only the actual people who need to process your personal information to enable us to fulfil our stated purposes have access to it.

13. What is meant by the Swedish Data Protection Authority being the supervisory authority?

The Swedish Data Protection Authority is responsible for supervising the application of the legislation, and anyone who considers that a company is processing personal data in an incorrect manner can lodge a complaint with the Swedish Data Protection Authority.

14. What is the easiest way to contact us with questions about data protection?

Since we take data protection very seriously, we have specific staff in our customer service department dealing with it, and you can always reach them at dataskydd@didriksons.com.

We may make changes to our privacy policy. The latest version of the privacy policy is always available on the website. In the event of updates that are of crucial significance to our processing of personal data (e.g. the modification of specified purposes or categories of personal data), or updates that are not of crucial significance to the processing, but which may be of crucial significance to you, then you will be informed of this at didriksons.com and by email (if you have given your email address) in good time before the updates take effect. When we make information available about updates, we will also explain the meaning of the updates and how they can affect you.

The privacy policy was last updated on 30/05/2018.