



Creative Marketing Nordic AB Stockholm 2018-05-18

Privacy Policy from May 25th 2018



Background

General Data Protection Regulation and is a new data protection law that will start in the EU on 25 May 2018. GDPR replaces the Swedish Data Protection Act (PuL).

It is important for us that you as a consumer feel safe with how we handle your personal information. Therefore, we are open to how we collect, process and share the data about you.

Responsibility

Creative Marketing Nordic AB, org nr 556927-3963, Torsgatan 40 11362 Stockholm, is responsible for the company's processing of personal data.

What personal data do we collect?

The personal data we collect and manage may vary depending on the end client. The purpose of the data we save is for marketing purposes, where our customers can contact you by phone, email and direct mail.

The information we need for this purpose and which is generally collected is: first name, last name, address, postal code, city, phone number, mobile phone, birth date, gender. In addition, we collect information of when you registered (timestamp), where you registered (IP number) and how (eg through an online competition, URL to this) to track your registration as needed. You can also respond to individual questions about a product through the competitions, and this response is saved and sent to the company it concerns. In case of withdrawal of consent, contact info@cmnordic.se.

Storage

The personal data we collect can be stored with us for up to 18 months.



Sources

The information you provide to us comes from competitions you participated in on the internet. They can also come from a partner to us, such as 3rd part. The information we can collect from the 3rd part:

- 1) Addresses from public records to be sure we have the correct address details for you.
- 2) Credit rating data from credit rating agencies, banks or disclosure companies.
- 3) Through partners that can use your personal data for marketing purposes

3rd part

In some cases, we may share your personal information with our partners, such as 3rd part. The purpose of this is for marketing purposes where you can be contacted by e-mail, phone and mail.

Those who can take part of your information are:

- 1) telemarketing agencies
- 2) Electric utilities
- 3) Insurance
- 4) Book Publisher
- 5) webshops
- 6) Telephone Company



Rights

Right to access (so-called register extract). We are always open and transparent about how we treat your personal information and if you want a deeper insight into what personal data we are dealing with, you may request access to the information (information provided in the form of an excerpt indicating purpose, personal data categories of recipients, storage periods, information about where the information has been collected. 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 correct person.

Right to rectification. You may request that your personal information be corrected if the information is incorrect. Within the stated purpose, you also have the right to supplement any incomplete personal data.

Right to object. You may object to profiling and promotion at any time, contact us at info@cmnordic.se.

Right to erasure. You may request the deletion of personal data we process.

Withdraw consent. You may at any time withdraw your consent to contact, regarding marketing from us or at our partners.

Protection of personal data

We use IT systems to protect the privacy, and access to personal data. Only those persons who actually need to process your personal information to fulfill our stated purposes have access to them.

Contact

You can always contact us if you want to know more about how we handle your personal information or anything else regarding data protection. Then email us at info@cmnordic.se

We may make changes to our privacy policy.

