

Aifo AB Privacy Policy

Updated 2024-05-25

Applies to Aifo AB (org. no. 556567-5286).

This privacy policy is effective from May 25, 2024, and replaces all previous versions.

Content

1. General Information
2. What is personal data and what is the processing of personal data?
3. Who is responsible for the personal data we collect?
4. How do we collect personal data?
5. What personal data do we collect and why?
6. How long do we store your data?
7. Do we share personal data?
8. Can children use our services?
9. How is your personal data protected?
10. Social media
11. How do we use cookies?
12. What rights do you have?
13. How can you easily contact us with questions about data protection?
14. Complaints to the supervisory authority

1. General Information

We at Aifo AB care about your personal privacy. In this privacy policy, we inform you about how we handle your personal data in connection with your visit to our websites, registration of an account via our websites, purchase of our products or services, or when you are in contact with us in any other way.

In this policy, you will also find information about your rights regarding the handling of your personal data in accordance with the GDPR.

We may make changes to our privacy policy to reflect changes in our operations, on our websites or services, or applicable law. The latest version of the privacy policy is always available on our websites.

Please feel free to contact us if you have any questions or comments.

2. What is Personal Data and What is the Processing of Personal Data?

Personal data is any information that directly or indirectly (with or without other data) can be linked to you, such as name, personal identification number, IP address, or purchase history.

All forms of actions involving personal data are considered personal data processing, such as collection, registration, organization, storage, processing or modification, reading, use, disclosure, dissemination or any other provision of data, compilation or matching, blocking, deletion, or destruction.

3. Who is Responsible for the Personal Data We Collect?

Aifo AB (org. no. 556567-5286) is the data controller for the personal data collected and processed by the company and is responsible for ensuring that such processing is carried out in accordance with applicable legislation.

4. How Do We Collect Personal Data?

When you visit our websites as a logged-in customer, purchase our products or services, or otherwise contact us, we collect personal data such as full name, address, email address, phone number, personal identification number, payment information, purchase, order, and usage history, IP address, and other case-related information, e.g., information you provide when contacting our customer service.

We may also collect and update your address information via third-party services for payment solutions, address updates, and credit information from credit rating agencies, banks, and other financial institutions.

5. What Personal Data Do We Collect and Why?

****a) To Handle Orders and Purchases****

Personal data is processed to enable the following:

- Delivery of an ordered/purchased product or service (including notification of delivery or contact in connection with delayed delivery).
- Identification and age verification.
- Handling of payments (including analysis of possible payment solutions, which may involve a check against payment history and obtaining credit information from credit rating agencies).
- Address verification against external sources, such as Klarna or similar.
- Handling of complaints and warranty claims.

The categories of personal data processed are:

- Name
- Personal identification number
- Contact details (e.g., address, email, phone number)
- Payment information (e.g., card number, transaction time, cardholder)
- Credit information from credit rating agencies
- Order information
- User data for "My Account" (members only)
- Your correspondence

Legal basis:

- Fulfillment of purchase agreement. This collection of your personal data is necessary for us to fulfill our obligations under the purchase agreement.

Storage time:

- Until the purchase has been completed (including delivery and payment) and for a period of 36 months thereafter to manage any complaints and warranty claims.

****b) To Manage Membership and "My Account"****

Personal data is processed to enable the following:

- Grant login access.
- Ensure identity and age.
- Maintain accurate and up-to-date information.
- Allow you to track your purchases and payment history.
- Enable you to save favorites and similar facilitating actions.
- Manage your customer choices (e.g., your profile and settings).

The categories of personal data processed are:

- Name
- Personal identification number
- Contact details (e.g., address, email, phone number)
- Username and password
- Order history
- Payment information
- Profile and personal preference settings

Legal basis:

- Fulfillment of agreement. The processing is necessary to create and manage your member pages in accordance with the membership terms and thereby fulfill our agreement with you.

Storage time:

- Until you close your account. If your membership has been inactive for 36 months, we will delete your account and associated information, provided you have no outstanding debts with us. Inactivity means that you have not registered a purchase.

****c) To Handle Customer Service Matters****

Personal data is processed to enable the following:

- Communication and response to inquiries to customer service via phone, email, or digital channels (including social media).
- Identification.
- Investigation of complaints and support matters (including technical support).

The categories of personal data processed are:

- Name
- Personal identification number
- Contact details (e.g., address, email, phone number)
- User data for "My Account" (members only)
- Your correspondence
- Information about the purchase time, place of purchase, any defect/complaint.
- Technical information about your equipment.
- User data for "My Account".

Legal basis:

- Legitimate interest. The processing is necessary to meet our and your legitimate interest in handling customer service matters.

Storage time:

- The data is processed until the customer service case has been closed and for a period of 12 months thereafter to provide better customer service in case of a renewed case.

****d) To Fulfill Legal Obligations****

Personal data is processed to enable the following:

- Fulfill legal obligations, such as requirements in laws, court rulings, or government decisions. Such obligations may include requirements regarding product liability and product safety, such as preparing communication and information to the public and customers about product alerts and product recalls, for example, in the case of a defective or harmful product or as required by the Accounting Act or the Money Laundering Act and can be attributed to an individual.

The categories of personal data processed are:

- Name
- Personal identification number
- Contact details (e.g., address, email, phone number)
- Your correspondence
- Information about purchase time, place of purchase, defect/complaint on the product.
- User data for "My Account" (members only)
- Payment history

Legal basis:

- Legal obligation.

Storage time:

- As long as we are obliged to store the data according to applicable law.

****e) To Prevent Misuse of a Service or to Prevent, Detect, and Investigate Crimes Against the Company****

Personal data is processed to enable the following:

- Investigate or prevent fraud or other criminal offenses, such as incident reporting in a store.
- Prevent spam, phishing, harassment, attempts at unauthorized login to user accounts, or other actions prohibited under a company's terms of use.
- Protect and improve the company's IT environment against attacks and intrusions.

The categories of personal data processed are:

- Purchase and user-generated data (e.g., click and visit history).
- Personal identification number.
- Video recordings from camera surveillance.
- Data about the devices the customer uses and settings, e.g., language settings, IP address, browser settings, time zone, operating system, screen resolution, and platform.
- Information on how our digital services are used.

Legal basis:

- Fulfillment of legal obligation (if any) or legitimate interest. If no legal obligation exists, the processing is necessary to meet our legitimate interest in preventing misuse of a service or to prevent, detect, and investigate crimes against the company.
- Storage time:
 - From collection and for a period of 36 months thereafter.

****f) To Handle Service Bookings****

- Personal data is processed to enable the following:
 - Receive bookings, changes, and cancellations.
 - Send booking confirmations.
 - Communicate about the booking.
- The categories of personal data processed are:
 - Name
 - Contact details (email and phone number)
 - Any notes you choose to provide.

Legal basis:

- Fulfillment of the service agreement. This collection of your personal data is necessary for us to fulfill our obligations under the service agreement. If the data is not provided, our obligations cannot be fulfilled, and we are forced to deny you the service.

Storage time:

- From collection and for a period of 36 months thereafter.

****g) To Conduct and Manage Participation in Competitions and Events****

- Personal data is processed to enable the following:
 - Communicate with participants who participate in a competition organized by the company.
 - Communicate with participants before and after an event (e.g., confirmation of registrations, questions, or evaluations).
 - Identify the participant and check the participant's age.
 - Select winners and deliver prizes.

The categories of personal data processed are:

- Name
- Personal identification number or age
- Contact details (e.g., address, email, phone number)
- Information provided in the competition entry.
- Information provided in event evaluations.

Legal basis:

- Legitimate interest. The processing is necessary to meet our and your legitimate interest in managing your participation in competitions and/or events.

Storage time:

- From collection and for a period of 36 months thereafter.
- **h) To Market Products and Services**

Personal data is processed to enable the following:

- Show relevant product recommendations, provide suggestions for shopping lists, remind about forgotten/abandoned digital shopping carts, save shopping lists to simplify future purchases, or similar actions that simplify your shopping experience.
- Send direct marketing via email, SMS, social media, or other similar electronic communication channels, as well as by mail, including offers from partners to existing customers.
- Conduct campaigns or send offers and invitations to events.

The categories of personal data processed are:

- Name
- Contact details (e.g., address, email, phone number)
- Age
- Place of residence
- Information about completed purchases
- Purchase and user-generated data (e.g., click and visit history).

Legal basis:

- Fulfillment of agreement for customers with "My Account".
- Balancing of interests for recipients of newsletters and website visitors.

Storage time:

- For Fulfillment of agreement: Until you close your account.
- For balancing of interests: From collection and for a period of 36 months thereafter.

6. How Long Do We Store Your Data?

Your personal data is stored only as long as required to fulfill the purposes of the processing, or as long as we must store them according to law. See more about the specific storage periods under each purpose in point 5 of this privacy policy.

7. Do We Share Personal Data?

We only share your personal data when it is a legal requirement or otherwise permitted by law. In some cases, we may use data processors who help us with marketing or handling agreements and orders, such as shipping and logistics companies, banks, and credit card companies, or suppliers in marketing. In such cases, we have entered into an agreement with the data processor that ensures that there are security measures in place to protect your data. When we share your data, it will be used for the same purposes for which we originally collected it.

We minimize the transfer of personal data to countries outside the EU/EEA. In cases where this occurs, e.g., for system support and maintenance, it is done according to particularly high requirements and agreements.

We also share your personal data with certain companies that are independently responsible for personal data, such as authorities or companies offering independent payment solutions or general goods transportation. These companies determine themselves how the information is to be processed in accordance with their privacy policies.

8. Can Children Use Our Services?

Our websites and services are not directed at children under the age of majority. We do not knowingly collect information, including personal data, from children or other individuals who are not legally entitled to use our websites and services. If we become aware that we have received personal data from a child under the age of majority, we will delete it unless the law requires us to retain it.

Please contact us at info@aifo.se if you believe we have collected information about a child under the age of majority by mistake.

9. How Is Your Personal Data Protected?

We take necessary legal, technical, and organizational security measures to protect your personal data from being manipulated, lost, destroyed, or accessed by unauthorized persons. Our security procedures are updated as technology develops and improves.

10. Social Media

Currently, you can follow us through various social media platforms, including Facebook and Instagram. We are only responsible for any personal data that we ourselves publish or can influence the publication of on these accounts.

11. How Do We Use Cookies?

Information about how we use cookies can be found on our information page about cookies. You can also read more about cookies on the Swedish Post and Telecom Authority's website, www.pts.se.

12. What Rights Do You Have?

In accordance with GDPR, you have certain rights regarding the processing of your personal data.

****Access to Your Personal Data (Register Extract)****

You have the right to request access to your data through a register extract. Since it is important that we do not disclose your personal data to anyone else, a request for a register extract must be made in writing and signed by you. Notify us at info@aifo.se if you wish to receive a form for requesting a register extract. We will respond to your request without undue delay and at the latest within one month.

****Correction of Personal Data****

You always have the right to request that your personal data be corrected. You can log in to "My Account" and correct incorrect information, or alternatively contact our customer service.

****Deletion of Your Personal Data****

You can request the deletion of your personal data, provided we do not have an obligation to retain the data in accordance with applicable laws and regulations.

****Restriction of Processing****

You have the right to object to the processing of your personal data based on a balancing of interests at any time. You also have the right to object to your personal data being processed for marketing purposes. This means that you have the right to say no to newsletters and other marketing mailings from us. If you object to marketing, your personal data will no longer be processed for such purposes.

****Data Portability****

You have the right to request that personal data be transferred from us to another company, authority, or organization. This right is limited to data that you have provided to us.

13. How Can You Easily Contact Us with Questions About Data Protection?

If you have questions related to data protection and privacy or believe that we have handled your personal data incorrectly, you can always contact us via our customer service at info@aifo.se or +46 8 720 06 45.

14. Complaints to the Supervisory Authority

Anyone who believes that there is incorrect handling of personal data can file a complaint with the Data Inspection Board/Privacy Protection Authority, which is responsible for supervision under current data protection legislation.