

# Privacy Policy for Lonia Consulting AB

This Business Associate Privacy Policy describes how Lonia Consulting AB (LCAB) uses personal data relating to the personnel or representatives of our clients, suppliers and other entities with whom we have entered, or may enter, business transactions. This Policy describes how we may obtain personal data, the types of personal data we may obtain, how we use, share and protect the personal data, the rights with respect to their personal data, and how to contact us about our privacy practices.

This Policy was last revised on July 25 2020

LCAB is a Swedish based market research company with its business base in the Nordic region (Sweden, Denmark, Finland and Norway). LCAB collect personal data from clients only and use subcontractors to collect data needed to perform its services to clients. Data collected from respondents in the various projects are never managed by LCAB. This is entirely the responsibility of our subcontractors.

LCAB obtains personal data that is disclosed or otherwise processed in connection with entering into and performing agreements, communicating with Business Associates in relation to agreements and making and receiving payments under agreements. Personal data is any information that allows an individual to be identified.

We may process the following types of personal data:

- Names, postal or e-mail addresses, fax numbers, and phone numbers
- Employment information (e.g., job titles)

LCAB will not collect any sensitive personal data. If there is a need for us to process sensitive personal data, we will obtain prior written consent. The data are used to manage our contact with you. We process personal data on the basis of our legitimate interest (i.e., we have a valid business reason) and we have carefully balanced your individual rights against this need.

We store personal data for as long as necessary to fulfill the purposes for which we collect the data, except if required otherwise by law. Your personal data may be kept for 10 years after the working relationship has ceased.

We may use the personal data we obtain to:

- Manage our existing and prospective Business Associates relationships
- Communicate with Representatives for marketing, newsletters and company updates (for example, concerning services we offer or intend to offer in connection with our services)
- Perform accounting, auditing, billing, and collection activities
- Safeguard and defend LCAB interests

- Comply with applicable legal requirements, industry standards and our policies

LCAB does not sell, rent, or trade personal data. We may share your personal data only with:

- Service providers/subcontractors that LCAB has retained to perform services on its behalf. Service providers/subcontractors are not permitted to use the personal data for their own purposes and are prohibited from onward transfer of the personal data without our written consent in each instance.
- Law enforcement and other government authorities if required by law or reasonably necessary to protect the rights, property, and safety of others or ourselves.
- Industry standards or guidelines that require disclosure about our Business Associates

We maintain appropriate technical and organizational security safeguards designed to protect personal data against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure, or use. We train our employees about the importance of confidentiality and maintaining the privacy and security of your personal data.

Rights under applicable law include access to the personal data we process, the right to have such personal data corrected or erased in certain circumstances, the right to object to certain data processing activities, and, in some situations, the right to transmit your personal data to a third party. To exercise these rights, you should make a written request to our Data Protection Officer:

Ulf Nissbrandt, [ulf.nissbrandt@lonia.se](mailto:ulf.nissbrandt@lonia.se), +46 70 7711889.

Should you feel we have not dealt with your query correctly, you also have the right to lodge a complaint with the data protection authority ([www.datainspektionen.se](http://www.datainspektionen.se)).