

# Privacy Policy

**This Privacy Policy describes how WM3 processes your personal data. The purpose of the policy is to offer insight into which personal data we collect when you use WM3 and what we do with it.**

## Parties

HL Design & Media AB ("HL Design"), 556671-3540, Kungsgatan 3, 352 30 Växjö, is the supplier of WM3 ("the Service"). HL Design is the processor of your personal data collected in WM3, and is responsible for ensuring that the Service can be used in a safe and secure manner. The controller of your personal data is ("the Customer") who in turn is HL Design's contractual partner. In this case, ("the Customer") may be a company, municipality, public authority or other organisation that owns a website or webshop to which you are a ("Visitor"), registered ("User") or have an administration account ("WM3 User").

## Which data is processed by WM3?

A detailed list of the personal data processed, when it is processed and the legal basis on which processing takes place can be found in Appendix 1 – Categories of Personal Data for WM3 Users.

## Why is this personal data processed?

WM3 processes data in order to ensure that HL Design fulfils its contractual undertakings to you and to ensure that the Service meets the demands and expectations you as a user have of the system. It is also necessary to process personal data in order to identify you, register statistics, administer data and for marketing purposes. .

## Who does WM3 share my data with?

In order for WM3 to function optimally, WM3 uses subcontractors both within and outside the EU/EEA. For a complete and up-to-date list of WM3's sub-processors is attached as Appendix 2 to this Privacy Policy.

## For how long will WM3 save my personal data?

WM3 will store your personal data for as long as a customer relationship exists, or for as long as required to fulfil contractual undertakings and the terms of this Privacy Policy. Your personal data will be pseudonymised or erased on the cessation of the agreement (unless applicable legislation demands otherwise).

## Your rights

As a registered user and the data subject, you have the right to:

- Request a register extract detailing the data stored about you
- Rectify inaccurate or incomplete data
- Restrict the processing of your personal data until such time as it has been rectified
- Data portability
- Be forgotten (although your data cannot be erased if this prevents the fulfilment of the agreement or applicable legislation states otherwise)
- Withdraw consent, lodge a complaint with the Swedish Data Protection Authority and refuse the right to direct marketing

# Appendix 1

## Categories of Personal Data for WM3 Users

<b>Context and purpose</b>	<b>Category</b>	<b>Personal data</b>	<b>Legal basis</b>
Use by WM3	Contact information	Name, email address	Fulfil the agreement
	Login information	User name, email address	Fulfil the agreement
	ID	IP address	Fulfil the agreement
Contact with support via email	Contact information	Name, email address, teleph.number	Fulfil the agreement
	Company information	Company name, company reg. number	Fulfil the agreement
	Case information	Information in free text	Fulfil the agreement
Contact with support via telephone	Contact information	Name, email address, teleph.number	Fulfil the agreement
	Company information	Company name, company reg. number	Fulfil the agreement
	Case information	Information in free text	Fulfil the agreement

# Appendix 2

## Sub-processors of Personal Data

<b>Supplier</b>	<b>Process</b>	<b>Location</b>
Sendgrid INC	Email administration and storage	USA
Zendesk	Contact/support via email	USA
Amazon	Media storage	Republic of Ireland
Griffel	Server hosting, email administration	Sweden
Cloudnet	Server hosting	Sweden