

## Notice of Privacy for Valea AB

### General

Valea AB (Organization No. 556103 -7838 - "Valea") respects your privacy and the right to control your personal data. Our guiding principles are simple. We will be open with what data we collect and why. We will do our best to protect your personal data, through both technical and organizational measures.

In this Notice we describe what information we collect, the purpose for which they are collected for, how you can control your own information and how to contact us. This personal data Notice applies when we process your personal data as a data controller. You may contact Valea via Valea's web pages or other services that we are administering. As a data controller we are responsible for the treatment of personal data under the current legislation.

### Personal data that we collect

We collect information about you that you directly or indirectly send to us. This may, for example, be in connection with contacting us for an assignment, when you enter into an assignment contract with us, while we work under such an agreement or when you express a general interest in our business.

### How we use collected information

Valea processes personal data mainly for the purposes listed below:

- a) Enable good customer service, like managing your requests, correcting incorrect data or sending information that you have requested. eg. newsletter;
- b) Information regarding ordered services is stored and analyzed, as well as the basis for offers and discounts as well as marketing of both general and targeted nature;
- c) In order to managing customer profiles , conducting analyzes and market research; etc.

When we collect personal data, we will always state the purpose of the collection and processing of such data.

### Sharing personal data with third parties

We can share your personal data with our partners that process data on our behalf in order to perform our services, such as: analysis, distribution or other maintenance services. When handling personal data Valea ensures that our partners are aware of the requirement for high security and confidential nature of the data, and manage your personal data in accordance with applicable laws.

Valea only collaborates with partners that process personal data within the EU / EEA or with companies that maintain the same level of protection as in the EU / EEA by, for example, have joined the so-called EU-US Privacy Shield agreement.

Valea AB, providing intellectual property consulting services since 1894.

Our offices are located in Gothenburg, Malmö and Stockholm.



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### **About cookies**

When using our site or app personal data may be collected via e.g. cookies. This is only done through a separate consent. This will store information about your use and the pages that are visited. This could be technical information about your device and internet connection such as operating system, browser version, IP address, cookies, and unique identifiers. When visiting our websites where our services are provided, we can use different techniques to recognize you in order to learn more about our users. This can be done directly or through the use of third party technology.

### **Legal basis, storing and deletion of personal data**

As you leave information to Valea, you give your permission to Valea to register and store data about the services you purchased and to treat the given personal data for specified purposes. As a legal basis for processing, Valea will refer to preparation and fulfillment of agreements, legal obligations, legitimate interest or consent. If Valea uses legitimate interest as a basis, it will only be done for the purposes stated above. Please note that you can at any time withdraw your consent by contacting us, for contact details, see section "How to contact us".

The processing of the personal data will be performed accordance with current legislation and means that personal data are not retained for a longer period than necessary for the purpose of the treatment. Valea will store your personal data as long as you are a customer of ours. For marketing purposes, information older than 3 years will not be used. This entails that data will be erased when the information is no longer relevant or necessary for analysis or direct marketing for the purposes for which they have been collected. Some information may be retained longer when required because of other legal requirements, such as Accounting Act. However, all handling of personal data will be carried out with high security and confidentiality.

### **Your rights and choices**

You, as a data subject, have rights regarding your personal data. You have the right to access the data Valea is collecting about you and to influence the treatment of such data. Valea will, on its own or the client's initiative, correct the information that is found to be incorrect. You can also, at any time, request that your data be deleted or that its use is limited by contacting us (for contact routes see section "How to contact us"). If you believe your rights are not respected by us, feel free to contact us or the Swedish Data Protection Authority (DPA).

You may, at any time, unsubscribe from receiving marketing communications from us by notifying us that you no longer wish to receive such communications.

You can, once a year, receive information on which of your personal data we have registered, so-called transcription from Valea by writing to us.

### **Links to other sites**

In the event that our site contains links to third party websites, or materials published by third parties, these links are for information purposes only. As Valea has no control over the content of these websites or its materials, we are not responsible for their content. Valea is not responsible for damages or losses either that might arise from the use of these links.

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**How to contact us**

For further information about personal data management or if you have any questions, feel free to contact us at:

Valea AB  
Postal Adress : Box 1098, 405 23 Göteborg  
DPO: behdad.assadi@valea.eu  
E- mail address: Privacy@valea.eu  
Phone number: +4631507700

This notice for personal data is valid from 2018.05.25

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