



Privacy policy

We are happy that you are interested in our website www.sitechsverige.com and would like to make your visit as pleasant as possible. The controller of this website and the data controller for the processing of your personal data via this website is:

SITECH Sverige AB
Radiatorvägen 11
702 27 Örebro

E-mail: info@sitech-sverige.com

In addition to the smooth and efficient operation of the site, we believe that protecting your personal data is a top priority. Protecting your privacy is crucial to us when processing personal data, and we take this into account in all our business processes. For this reason, we always process the personal data collected during a visit to our website in accordance with the applicable data protection regulations.

This privacy policy informs you of the personal data collected and stored when you visit our website or use the services we offer through our website. You will also receive information about how and on what legal basis your data is used, what rights you have regarding the use of your data, and what contact options are available.

1. PROCESSING OF PERSONAL DATA AND PURPOSE OF PROCESSING

When you visit our website

You can visit our website without revealing information about your identity. However, when you access our website, information about your browser is automatically sent to our servers and temporarily stored in a log file.

The following information is recorded without your consent and stored until it is automatically deleted after six months:

- IP address of the computer in question
- Date and time of the visit
- Name and URL of the downloaded file
- The browser you used and, if applicable, your computer's operating system
- Websites from which the user's system accessed our website (referring website)
- Websites accessed through our website from the user's system.

This data is collected and processed in order to enable the use of our website (connecting to the website). It is only stored for technical reasons. The purpose of collecting and processing this data is to ensure the security and stability of the

system and for the technical management of the network infrastructure. The legal basis for this is a balancing of interests in accordance with Article 6(1)(f) of the General Data Protection Regulation (GDPR). We consider that our legitimate interest in ensuring that our website functions properly and that communication via the website is handled correctly outweighs any interest you may have in ensuring that the data is not collected or processed for this purpose. We cannot link this information to you personally.

In addition, we use cookies and web analytics services for our website (see section 2).

When you sign up for our newsletter

On our website, you have the option to give your consent to receive a newsletter. We will keep your email address until you unsubscribe. The purpose of this storage is to be able to send you the newsletter. Additionally, we store your IP address and the time of your registration, as well as the emails sent, in order to prevent misuse of your personal data and to provide confirmation of the correct sending of the message. The legal basis for processing this data is your consent according to Article 6(1)(a) of the GDPR. Without your data, we will not be able to send you our newsletter.

To send you the newsletter, we only use your email address as well as other data that you have voluntarily provided to send you the newsletter and other information on a regular basis (e.g., offers). You can also sign up for various newsletters that are tailored to product groups and/or companies within the Sitech Group that offer the respective products. In some cases, you also have the option of giving your consent for the content of our newsletter to be personalized to you.

At the bottom of each newsletter, there is a link you can use at any time to unsubscribe from our mailing list. You can also unsubscribe by sending an email to info@sitech-sverige.com and writing "unsubscribe me" in the subject line. By doing so, you revoke your consent to receive our newsletter. You may exercise your right to withdraw your consent at any time with immediate effect, without affecting the lawfulness of previous processing carried out on the basis of consent.

If you have given us your consent to customize the newsletter, we analyze your user behavior for each newsletter using cookies or similar technologies to analyze how you interact with the newsletter (e.g., opening, number of clicks, and reading time). We then use this information to personalize future communications. The personalization of the newsletter is based on an analysis of how you interact with the newsletter, the data you have voluntarily provided, and your IP address. For this purpose, we use the email marketing tool SuperOffice.

The following data is processed in the email marketing tool SuperOffice for marketing and optimization purposes:

- Email delivery
- Email opening
- Time to open and click
- Device used to open, click and book
- Click behavior in the email

The legal basis for collecting and processing this data is your consent, in accordance with Article 6(1)(a) of the GDPR. You have the right to withdraw your consent at any time. You can revoke your consent by unsubscribing from the newsletter at any time. When you use the contact form on our website, if you ask questions, we need to collect the following information about you in order to answer your questions:

- First and last name
- A valid email address
- A valid phone number (optional if you wish to be called back).

We retain this information for verification purposes for up to three (3) months after a case is closed. The purpose of collecting the data in the contact form is to identify the person who asked the question and to be able to answer the question correctly and through the desired communication channel. This is also in our legitimate interest. The legal basis for the data processing is a balancing of interests in accordance with Article 6(1)(f) of the GDPR. We assess that our legitimate interest in combating abuse, prosecuting criminal offenses, and in establishing, exercising, and defending claims outweighs your possible interest in the data not being processed for this purpose. Contact us if you want to know more about how we have weighed up the interests in this case.

When we use your data for advertising purposes

Sitech generally has a legitimate interest in using the data collected from you (e.g., as part of a contract or to create a customer account) for advertising purposes. For this purpose, we use your first name, last name, company (if any), and postal address to send you advertising by post for as long as you are a customer of ours and for up to twelve (12) months thereafter or until you object to the mailing, whichever comes first. To the extent that Sitech has collected additional personal data for marketing purposes (e.g., purchased products or services), these will also be stored in accordance with statutory provisions. This enables Sitech to send you advertising that is as closely aligned with your needs as possible. The legal basis for this is Sitech's legitimate interest, in accordance with Article 6(1)(f) of the GDPR, to market its products and services. You can object to us using your personal data for this purpose at any time. To do so, you can use the contact details (post/email/telephone) provided in this privacy policy.

When we conduct surveys

We may ask you questions about your use of or personal opinion of our products or our company on our website. These surveys are generally conducted in anonymized form. If the survey is not conducted in anonymized form, we will save your answers together with your personal data. Anonymization is carried out retrospectively as part of the evaluation of the data so that only aggregated statistical evaluation data are available. The anonymization will take place no later than one (1) month after the survey has been completed. If we conduct a survey that includes your personal data, we will first ask you if you would like to participate in the survey.

The legal basis for processing your data is consent in accordance with Article 6(1)(a) of the GDPR. You can revoke your consent at any time with effect for the future. To do so, please contact us using the contact details provided in this data protection

declaration. The withdrawal of consent does not affect the lawfulness of previously processed processing based on consent.

2. COOKIES AND SOCIAL PLUGINS

Cookies

We use cookies on our website. Cookies are small files that your browser automatically creates and that are stored on your terminal device (desktop, laptop, tablet, smartphone, etc.) when you visit our website.

Cookies are used to make your visit to our website easier and smoother. For this reason, we use temporary cookies to detect whether you have already visited individual pages of our website or whether you have already logged in to your customer account. They are automatically deleted when you leave our website.

To the extent that you have given your consent to this, we use temporary cookies to increase user-friendliness. They are stored on your terminal for a certain period of time. If you visit our website again to use our services, the system automatically detects that you have visited us before, as well as your inputs and preferences, so that you do not have to re-enter them. The legal basis for this is Article 6(1)(a) of the GDPR. You can revoke your consent at any time using the cookie settings.

We also use cookies to record statistics about how our website is used and to analyze it in order to optimize the website to meet your needs and to display information specifically tailored to your interests. If you visit our website again, we can use cookies to automatically see that you have visited the website before. Cookies are automatically deleted after a certain period of time.

Most web browsers automatically accept cookies. You can set your browser so that no cookies are saved on your computer or so that a message is displayed before a new cookie is created. However, not allowing any cookies at all may result in the loss of certain functions of our website.

Google Analytics

In order to adapt our website to your needs and for continuous optimisation, we use Google Analytics, which is a web analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (<https://about.google/contact-google/>). Pseudonymised user profiles are created and cookies are used in this context. The information generated by cookies through your use of the website, e.g.

- Browser type and version,
- Operating system used,
- Referrer URL (previously visited website),
- computer's hostname (IP address),
- the time of the server request,

transmitted to a Google server in the USA and stored there. The information is used to analyse how the website is used. This information may also be passed on to third parties to the extent that it is required by law. Your IP address will never be combined with other Google data. IP addresses are collected anonymously to prevent attribution (IP anonymization).

The transfer of personal data to the USA will only take place with your prior explicit consent. The legal basis for the storage of cookies and further analysis of the data is the consent given (Art. 6 (1) (a) GDPR). You can revoke your consent at any time in the cookie settings.

Viewing videos (YouTube)

In several places on our website, we have included videos provided by a third party. This applies to videos from the YouTube platform. YouTube is a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (<https://about.google/contact-google/>).

The content of the video is only displayed via the provider's use of the "enhanced data protection setting". Therefore, only if you click on a video, a cookie can be stored on your computer to collect data for YouTube. This data may be collected and further processed. We have no influence on the collection and processing of this data.

If you have a YouTube account and are logged in when you access YouTube on our website and click on videos, information can be attributed to your YouTube account. If you wish to prevent this, please log out of your YouTube account before using our website and watching the videos.

You can read more about this in Google's privacy policy, which can be found at <https://www.google.de/policies/privacy>. YouTube videos are integrated based on your consent in accordance with Art. 6 (1) (a) GDPR. You can revoke your consent at any time in the cookie settings.

If you do not want data to be transmitted to YouTube, please refrain from clicking on the videos posted on our website.

Google Retargeting/Remarketing

On this website, we use the "remarketing" function or "similar audiences" function of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (<https://about.google/contact-google/>). The purpose of this function is to present interest-based advertising to you, as a visitor to our website, as part of the Google network. When you visit the website, your browser stores cookies, which are small text files, on your computer. These cookies allow your browser to recognize you when you visit websites that are part of the Google advertising network. On these sites, you may then see ads based on content you've previously visited on sites that use Google's remarketing feature.

Google states that it does not combine the data collected as part of remarketing with any of your personal data that may be stored by Google. According to Google, pseudonymization is mainly used for remarketing. Your data will also be processed

by Google in the USA. Your data will only be transferred to the USA with your explicit consent.

The use of the remarketing function or the "similar audiences" function is based on the consent you have given. The legal basis is Article 6(1)(a) of the GDPR. You can revoke your consent at any time in the cookie settings.

Use of Google Ads Conversion Tracking

We use Google Ads – another service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland – to draw attention to our attractive offers through advertising materials (so-called Google Ads) on external websites. This advertising material is delivered by Google via so-called "ad servers". Ad Server cookies are used to evaluate performance parameters such as ad impressions, clicks and conversions. This allows us to determine the success of the individual advertising measures in relation to the data from the advertising campaigns. If you come to our website via a Google advertisement, a cookie will be stored on your computer by Google Ads. These cookies generally expire after 30 days and are not intended to identify you as a person. The following analytical values are normally stored for this cookie, as a result of which the data is also processed by Google in the USA:

- the unique ID of the cookie
- number of ad impressions per placement (frequency)
- last impressions (relevant for conversions after they appeared)
- opt-out information (indicates that the user no longer wishes to be contacted).

These cookies allow Google to recognize your browser. If a user visits certain pages of an Ads customer's website and the cookie stored on the computer has not yet expired, Google and the customer can recognize that the user has clicked on the ad and has been forwarded to that page. Each Ads customer is assigned a unique cookie. Therefore, the cookie cannot be tracked via the websites of Ads customers. We do not collect or process any personal data in the above-mentioned advertising measures. We only accept statistical evaluations provided by Google. Based on these evaluations, we can identify which of the advertising measures are particularly effective. We do not receive any additional data from the use of the advertising materials; In particular, we cannot identify users from this information. Your data will only be transferred to the USA with your explicit consent. The legal basis for the storage of cookies by Google is the consent given (Art. 6 (1) (a) GDPR). You can revoke your consent at any time in the cookie settings.

See further information and read Google's privacy policy at:

<https://www.google.de/policies/privacy>

Meta Pixel

On our website, we have integrated a Meta pixel from Meta Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. If you visit our website, you will be redirected to Meta via Re-Direct. The following information may be forwarded:

- the unique ID of the cookie
- Website visited
- date.

Meta may mark the device you are using with a cookie and a unique identifier or use a cookie that already exists. If you are logged in to Meta, our targeted advertising may be displayed on the Meta pages that use this data. Meta also processes the data in the United States.

Your data will only be transferred to the USA with your explicit consent. The legal basis for the storage of cookies and the transmission of data to Meta is the consent given (Art. 6 (1) (a) GDPR). You can withdraw your consent at any time in our cookie settings. Further evaluation of the collected data is the responsibility of Meta. You can change your Meta advertising settings here:

https://sv-se.Meta.com/help/ipad-app/109378269482053/?helpref=hc_fnav

See additional information and read Meta's privacy policy at:

<https://sv-se.Meta.com/policy.php>

Google reCAPTCHA

On our website, we integrate a function to recognize bots, e.g. when users enter data into online forms ("reCAPTCHA"). This feature is provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The purpose of this is that Google reCAPTCHA will be used to prevent incorrect input of data on our website (e.g. in a contact form) by automated programs rather than humans. For this purpose, reCAPTCHA analyzes the behavior of website visitors and sends the information required for analysis (including the relevant IP address, mouse movements and length of stay) to Google.

The data is processed in accordance with Article 6(1)(f) of the GDPR. Our legitimate interest lies in the fact that we want to protect our website against undue spying and spam.

Further information about Google reCAPTCHA can be found on

<https://www.google.com/recaptcha/intro/v3.html> as well as in the Google Privacy Policy, which can be accessed at <https://www.google.com/policies/privacy>

Google Tag Manager

This website uses Google Tag Manager, a solution offered by Google Ireland Limited (Gordon House, Barrow St, Dublin 4, Ireland). Google Tag Manager makes it possible to manage various codes and services and integrate them more easily into the website. Google Tag Manager is a cookie-free domain that requires the transmission of the IP address to Google and triggers other tags that may collect data under certain conditions. Google Tag Manager cannot access this data. Insofar as deactivation has been implemented by the user at a domain or cookie level, this applies to all tracking cookies implemented with Google Tag Manager. Your IP address may also be processed by Google in the United States. In order to ensure an adequate level of data protection, we have entered into so-called standard contractual clauses with Google.

The legal basis for the above-mentioned processing of personal data is Article 6(1)(f) of the GDPR.

GetSiteControl Widget

We also use GetSiteControl- a tool provided by the provider GetWebCraft Ltd. (Klimentos 41-43, Klimentos Tower, Flat/Office 25, 1061, Nicosia, Cyprus) on our website for the implementation of visual elements ("widgets"). This tool is used to display pop-ups and overlays on the website. These can be controlled according to specific rules (e.g. number of page visits), and they use cookies for this purpose. Visitors to our website can start a chat dialogue with us by using these widgets, for example to ask questions or provide feedback. If you visit a web page on our website, your browser will establish a direct connection to the GetWebCraft Limited servers. The information you provide is stored directly on GetWebCraft Limited's servers by GetWebCraft Limited, and processed by us for the purpose of the communication you initiate (including responding to your inquiries and advising on product selection).

The legal basis for this storage is the consent granted in Article 6(1)(a) of the GDPR. You can revoke your consent at any time in the cookie settings.

For information on privacy on GetWebCraft, please refer to the company's privacy policy at, <http://www.getsitecontrol.com/privacy/>.

3. DATA SECURITY

All data sent by you personally, including your payment details, is transmitted using the generally accepted and secure SSL (Secure Socket Layer) standard. SSL is a reliable and proven standard that is used, among other things, for banking transactions on the internet.

A secure SSL connection can be identified by the "s" in http (e.g., <https://...>) in the address bar of your browser or by the padlock symbol at the bottom of your browser.

We also take appropriate technical and organizational security measures to protect your stored personal data against destruction, loss, alteration, or unauthorized disclosure or access. Our security measures are constantly being improved in line with technological developments.

4. RIGHTS OF DATA SUBJECTS

In accordance with the GDPR, you have the following rights. To exercise these rights, please contact us at:

info@sitech-sverige.com or write to the above address for Sitech Sverige AB.

Right of access

In accordance with Article 15 of the GDPR, we are required to provide you with information about your personal data that we process. You also have the right to receive a copy of the personal data that we process about you.

Right to rectification

If the information about you is no longer correct, you can request rectification in accordance with Article 16 of the GDPR. If your information is incomplete, you can request additional information.

Right to restriction of processing

In accordance with Article 18 of the GDPR, you have the right to request that the processing of your personal data be restricted.

Right to erasure

In accordance with Article 17 of the GDPR, you have the right to request the erasure of your personal data.

Right to data portability

In accordance with Article 20 of the GDPR, you have the right to receive personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format. Pursuant to Article 20(1) of the GDPR, you also have the right to transmit this data to another controller of your choice.

You may at any time withdraw your consent to the processing of your personal data for advertising purposes, including the analysis of customer data for advertising purposes, without giving any reasons.

Withdrawing consent

You also have the right to revoke your consent to data protection at any time with immediate effect. The withdrawal of consent does not affect the lawfulness of processing based on the consent carried out up to the time of the withdrawal.

5. AUTOMATED INDIVIDUAL DECISION-MAKING OR PROFILING

We do not use automated processing methods for decision-making, including profiling.

6. THE RIGHT TO LODGE A COMPLAINT WITH A SUPERVISORY AUTHORITY

If you believe that the processing of your personal data infringes the GDPR, you have the right, pursuant to Article 77(1) of the GDPR, to lodge a complaint with the supervisory authority where you live or work or where you consider that a violation of the GDPR has occurred. This also applies to the supervisory authority for data protection that is responsible for the data controller: in Sweden, the Swedish Authority for Privacy Protection (IMY). You may use the following e-mail address for e-mail communication with the supervisory authority: imy@imy.se.

7. STORAGE PERIOD OF PERSONAL DATA/DELETION OF PERSONAL DATA

In general, we will delete or anonymise your personal data as soon as it is no longer needed for the purposes for which we collected it or otherwise processed it in accordance with the above paragraphs, unless further storage of your personal data is required to comply with a legal obligation. Further information on the applicable deletion periods can be found in the description of the individual data processing processes.

8. TRANSFER OF DATA TO THIRD PARTIES/RECIPIENTS OF DATA

The personal data that we collect and store will not be used for sales, trade, or loans. We will only transfer your information to third parties if required by law or to assert

claims, exercise or defend legal claims, investigate unauthorized use of our website or products, or investigate a claim (if there are reasonable grounds to suspect unauthorized or disloyal conduct). Data may also be transferred to enforce terms of use or other agreements. We are also obliged to provide information to certain public authorities upon request. These may include law enforcement authorities, authorities prosecuting offences of an administrative nature, and tax authorities.

This data is provided on the basis of our legitimate interest in combating abuse, prosecuting criminal offences, and safeguarding and enforcing rights. The legal basis is the balancing of interests in accordance with Article 6(1)(f) of the GDPR.

We rely on contractual third parties and external service providers (referred to as "data processors") to deliver our range of products and services. In such cases, personal data is transferred to these data processors for further processing. These data processors are carefully selected and regularly checked to ensure that your privacy is protected. They may only use the data for specified purposes and are contractually obliged to handle your data in accordance with this data protection declaration and Swedish data protection laws.

In addition to the aforementioned service providers, we use Google Drive from Google Ireland Limited to store data, which may also be stored in the USA. To ensure an adequate level of data protection, we have entered into the so-called Standard Contractual Clauses with Google.

We will only transfer personal data outside the EU/EEA if there is,

- a decision from the European Commission that the receiving country has an adequate level of protection, or
- appropriate technical and organizational measures, such as standard contractual clauses.

9. CONTACT METHOD/DATA PROTECTION OFFICER

You can contact us via our Data Protection Officer using the details below if you want access to your personal data, have inaccurate data corrected, blocked or deleted, or if you have any further questions regarding the use of your personal data.

SITECH Sverige AB
Radiatorvägen 11
702 27 Örebro

E-mail: info@sitech-sverige.com

Please note that access is granted only upon providing us with full details, including your first and last name, your current and, if necessary, previous address, your date of birth, and your email address. This information is solely used for verification purposes to prevent unauthorized access to your personal data. Additionally, any products, procedures, and/or contract numbers that we have provided to you are useful for identifying relevant data more quickly, although not necessary

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