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## Privacy Policy

Move Invest Holding AB (hereinafter jointly referred to as “we” or “us”) respects your privacy and the right to maintain control over your personal data. Our guiding principles are simple. We will be transparent about which data we collect and why.

This document serves as general comprehensive information depicting which kind of personal data that may be processed within our company, for what purpose, on which legal basis, and where to direct any questions.

### Personal data collected

Primarily, we obtain data from you directly on the basis of the relationship that we have with you. You can be a contact person with one of our customers, suppliers, and/or partners, etc. In short, people we interact with within the context of our company.

Examples of personal data that we process are your name and your contact details (such as phone number and e-mail address).

We may also register personal data when you interact digitally with us, in connection with contacting us via e-mail, our website, etc. Visiting our website including but not limited to collection of traffic data, location data, such as IP address, type of device, operating system and web browser type used.

### Usage of collected information

We process your personal data related to the purpose and relationship you may, or may wish to have with us, and this varies depending on whether you are a customer, partner, supplier, representative from one of our portfolio companies, etc.

We process personal data primarily for the following purposes:

- In order to manage and maintain our customer-, supplier and/or partner relationship with your employer, with you as a self-employed consultant, or with you as a private individual, and fulfil the requirements of current agreements, requests, etc.
- In order to manage administration, correspondence etc. with our partners and deliver efficient services, such as responding to inquiries, correcting incorrect data and/or sending requested information, considering our relationship.
- In order to develop and improve our digital platforms, which may include analysis of user behaviour and statistical data on aggregated levels.
- In order to store and analyse details concerning the usage of our services, including segmentation/profiling, which may be used as a basis for marketing of general and targeted character.

A high level of security and confidentiality is always ensured when processing personal data, as well as suitable levels of technical and organizational measures, based on relevant risk and sensitivity.

### Information disclosed

Within the context of our company-group collaboration, we may share your personal data to companies within Move Invest Holding AB that we deem of interest and relevance to the business relationship we have with your employer and/or yourself.

We may further share personal data with service providers fulfilling the purposes of our data processing. Such providers offer IT-related services and marketing services.

We only collaborate with partners processing personal data within the EU//EEA, or with companies that maintain the same level of protection as within the EU/EEA, by using EU standard agreements.

### Legal basis

By submitting us information, you grant us permission to register and store information concerning the service used, as well as processing the specified personal data for the specified circumstances. We process your personal data based on the need to fulfil our legal obligations, for our legitimate interests, and – if applicable – on the basis of your consent. In the majority of cases, our processing of personal data is conducted as a result of our relationship with your employer, and/or with you, meaning that such is done from the aspect of a legitimate interest.

In some cases, you are requested to give your consent for us to process your personal data for a particular purpose.

### Storage and screening of personal data

The processing is conducted in accordance with current legislation, which also means that personal data is not retained for a longer period than necessary for the purpose of processing. We will store your personal data as long as you remain an active and potential customer, supplier, or partner. If the relationship is ceased and/or it is not considered reasonable, we will delete your data. Such reviews take place periodically and usually at least once a year. Unless we specifically indicate otherwise in any relevant terms, or obtain your specific approval, personal data associated with individuals who have been inactive with us for a period of 3 years will be deleted.

Some information may be for retained longer due to other legal requirements, for example the Swedish Accounting Act.

### Rights and choice

You have rights related to your personal data and you have the possibility to influence our processing of such. On your and/or our own or partners’ initiative, we will correct erroneous data. You may request for your personal data to be deleted, or for its use to be limited, by contacting us. If you consider that your rights have not been granted, you may contact us or the Swedish Data Protection Authority. You are also entitled to obtain a copy of the personal data provided to us, in an electronic standard format, and to transfer such data to another data controller (data portability) as relevant. You are also entitled to object to the processing of your data based on our company’s legitimate interest. If so, we must demonstrate compelling legitimate reasons that carry more weight than your interests, rights, and freedoms to continue processing. You are welcome to contact us to receive help in declining further communication from our end.

You may obtain information concerning which personal details are registered, by requesting (in writing) a register excerpt from us.

### **Cookies and pixel tags**

Below is a description of how we use certain technologies to collect information about visits to and use of our website.

Cookies:

- The website uses cookies. Cookies are small text files that a website stores or accesses on a visitor's computer or mobile device. Cookies and similar technologies allow the site to remember a visitor when they visit the site from the same device and can be used to enable a variety of functions, such as saving searches and tailoring the contents to the visitor's previous use of the website.
- We use cookies to distinguish you from other visitors to the website. This helps us to give you a better experience of the website and it is enabling us to improve it.
- Two types of cookies occur: 1) permanent cookies that remain on the visitor's computer for a specified time period, and 2) session cookies that are temporarily stored in the computer's memory while a visitor is on a webpage. Session cookies disappear when closing the browser.

Pixel tags:

- In addition to cookies, we use so-called "pixel tags", "web beacons", "JavaScript" or similar technology that makes it possible to track your activity on the website or receive emails, (collectively referred to as "pixel tags"). Pixel tags may be used in connection with our website, our online advertising, or our emails, either by us or by our suppliers, partners or other third parties.
- Pixel tags are used to collect anonymous data for identifying certain information, e.g., to compile reports on tracking information regarding the demographics and movements of those using the website, and other information to improve the user experience and our services. These reports may be disclosed to advertisers, for example. The tracking in these reports cannot be linked to the identity of individual users or to other personal data. Personal information which is voluntarily provided by users of the website may be linked to tracking information in order to analyse it. When such a link is made, all linked information is treated as personal data and is used and disclosed only in accordance with our personal data policy.
- Pixel tags can be used in our HTML-based emails to see which emails recipients have opened.
- Pixel tags can also be used to identify the reason why you are visiting the website, such as whether any of our ads or emails have been a contributing factor.
- Furthermore, some pixel tags may be used by other companies to track visits to their websites to identify if Internet traffic came from the website or to confirm that you are the authorized recipient of their services or benefits.

Website cookies and pixel tags:

- The website uses a range of different cookies and pixel tags to identify trusted Internet traffic, improve the user experience of the website, analyse web traffic etc. The time taken for cookies and pixel tags to be cleared from a browser varies depending on their purpose. For example, cookies used to load a website faster, are stored even after closing the browser, whereas cookies used to collect anonymized information about users are cleared after the end of a web session.
- When visiting our website, you are asked to consent to the processing of cookies and pixel tags as described here. If you do not accept the use of cookies, you can turn them off in the browser's settings. You can also set the browser so that you get a query each time the site tries to place a cookie on your computer. The browser can also delete previously stored cookies. Refer to the browser's help pages for more information. You can also, manually, delete cookies from your hard drive whenever.
- Note that if you choose not to accept cookies, website functionality may be restricted.
- Third-party cookies or pixel tags may also collect information about the activities a user engages in over time, both on this website and other websites.
- Our website uses Google Analytics, which uses cookies and other similar techniques (such as pixel tags) to collect information about anonymized website usage and report trends without identifying individual visitors. To learn more about Google Analytics, including how to opt-out, please visit <https://tools.google.com/dlpage/gaoptout/>.
- We may also employ third-party companies to advertise goods and services that may be of interest to you when using the website. Such ads are based on information on how you use our website and other websites. To accomplish this, these companies can place or recognize a unique cookie in your browser (including using pixel tags, for example). To learn more about this technology, please visit [www.networkadvertising.org](http://www.networkadvertising.org) and [www.aboutads.info](http://www.aboutads.info).

### **Links to other websites**

When, and if, our website contains links to third-party websites or material published by a third party, these links are only for information purposes. As we have no control over these websites and/or their material, we are not responsible for their content. On the same basis, we are not responsible for any damages or losses that may arise from the use of these links.

### **Contact us**

For further information concerning personal data management, or if you have any questions, please feel free to contact us at [fredrik.bendroth@moveinvest.se](mailto:fredrik.bendroth@moveinvest.se).