

Processing of Personal Data

Marketing and Event

RISE Research Institutes of Sweden AB (RISE), as data controller, processes personal data regarding recipients of marketing material (hereinafter referred to as the “Recipient”), due to the circumstance that

- the Recipient or its employer or principal have or have had a business relation with RISE, or discussions or negotiations regarding such business relation
- the Recipient or its employer or principal have registered the Recipient as a participant to any of RISE courses/lectures/seminars or other events (Event)
- the Recipient or its employer or principal have signed up the Recipient as a receiver of RISE newsletters, invitations and questionnaires
- the Recipient has visited the website www.ri.se

This document contains information about the collecting, processing, storage and transfer of personal data of individually identifiable current, past and future Recipients.

Personal data processed by RISE

The personal data of the Recipient that RISE processes may include name, address, phone number, e-mail address, personal security number (*swe: personnummer*), ip-address, and other information transferred to RISE from the Recipient or its employer or principal.

From which sources the personal data is collected

In addition to the information transferred to RISE from the Recipient or its employer or principal, RISE may collect personal data from public records or from third parties cooperating with RISE within the framework of the overall mission of RISE.

Purpose and lawful basis

Based on *Contract or RISE legitimate interest*, RISE processes personal data for the following purposes:

- Perform the various Events that the Recipient is to participate, and various communication, administration and information dissemination in connection with the Events.

This processing is needed for RISE to be able to fulfill its contractual obligations according to the contract entered or negotiated with RISE. If the contract is entered into or negotiated between RISE and the employer or principal of the Recipient, and the Recipient could reasonably expect the processing which is not deemed to cause unjustified harm, the personal data is processed based on the legitimate interest of RISE, which is to fulfill its contractual obligations towards the contracting employer or principal.

Based on *RISE legitimate interest*, RISE processes personal data for the following purposes:

- Communication regarding to invitations to and information about upcoming Events of RISE.
- Marketing of RISE business and projects.

If the Recipient could reasonably expect the processing which is not deemed to cause unjustified harm, the personal data is processed based on the legitimate interest of RISE.

To whom the personal data is disclosed

RISE applies appropriate technical and organizational security measures to protect personal data against e.g. loss, misuse and unauthorized access. Only persons within RISE who need to process the personal data in accordance with the above stated purposes will have access to the data.

RISE may transfer personal data to third parties within the RISE company group, for the purpose of RISE being able to use the same IT system (e.g. financial system, customer register etc.) in order to be able to coordinate their assignment in an efficient manner.

RISE may transfer personal data to third parties acting as personal data processors, e.g. supplier of the supply-, support and maintenance of IT- and cloud services, suppliers of market and customer satisfaction surveys, etc.

RISE may transfer personal data to third parties acting as independent data controllers, if such transfer is required by applicable law, or if RISE has a legitimate interest for such transfer, e.g. third parties cooperating with RISE within the framework of the overall mission of RISE, insurance companies in the event of insurance matters, etc.

Storage and disposal

RISE processes the personal data as long as it is necessary for the purposes for which the personal data was collected.

Personal data processed for marketing purposes will be processed for 18 months from the latest sent newsletter or other marketing material.

Personal data processed for the purpose of Event will be processed for 12 months.

Transfer to third countries

RISE strives to process personal data within the EEA. In cases where RISE is transferring or processing personal data outside the EEA, RISE will ensure an adequate level of protection in accordance with applicable legislation.

Legal rights

The Recipient has the right to receive information regarding its personal data processed by RISE, and to request for rectification, limitation or deletion of these, by contacting the Data Protection Officer at RISE, at dpo@ri.se. The Recipient also has the right to file a complaint to the Swedish Data Protection Authority.

The personal data processor for the processing is RISE Research Institutes of Sweden AB (company registration number 556464-6874), with mailing address:

Box 857
501 15 Borås
Sweden