

Danderyd 2018-05-17

Hantverksdata Group – Privacy policy

In the Hantverksdata Group we are always mindful of your personal integrity and privacy. We strive for a high level of data protection and maintain the highest ethics with regards to not sharing your personal data. This privacy policy explains how we collect and use your personal information. It also describes your rights and how you can call upon them. It is important that you read and take in the policy and are comfortable in our treatment of your personal data. You are of course always welcome to contact us with any questions you may have regarding this policy and anything else regarding how we conduct our business.

This policy accessible to you because you are a user and/or a customer of one of our systems. We work actively with strict internal policies to abide by the requirements set out in the GDPR-legislation.

Storage and security

Customer data is stored in our billing system, support system and in our CRM system. Upon request we can delete data in those systems where there is no conflict with other legislation regarding for instance bookkeeping.

Information such as company name, e-mail and phone number are at times transferred to our suppliers of services for telemarketing, printing, customer events, fairs, etc. That information is secured in accordance with GDPR through agreements with suppliers.

The information we keep is used to invoice, manage bookings, sending letters and contact for other purposes that is related to our ongoing relationship such as providing support and other services.

We do not keep any information about you that is not needed for our business relationship and specifically we do not record information about ethnicity, sexual orientation or political views. Miscellaneous information that is not relevant for the purposes stated above is also not stored.

For more information regarding this policy or other things that you need to get in contact with us about, please send an e-mail to info@hantverksdata.se or call us at +46 (0)8-473 70 00.

Our channels of communication

Newsletter. If you receive our newsletter then your personal information is either fetched from our billing system or if you have signed up manually. The information that is stored and used is name, address and e-mail. Any recipient can unsubscribe at any time and the information for the newsletter will be deleted.

Marketing for customers. Information is fetched from our billing system and goes out to all customers based on the existing business relationship.

Marketing for prospects. Information needed for marketing to prospective customers if gathered from public sources of information regarding the trade industries that the Hantverksdata Group addresses. Storage of the information is required for keeping the data updated including if recipients want to unsubscribe. Only information that is necessary for sending the marketing is stored.

Any types of communication can be unsubscribed and information deleted through contact with our marketing department, marknad@hantverksdata.se.