

# Webropol Sverige AB client and user register: Privacy statement

This privacy statement describes how Webropol processes personal data, as required under the EU General Data Protection Regulation and other personal data legislation. This statement applies to all Webropol software users and anyone with data stored in the Webropol client register.

## Data controller

Webropol Sverige AB  
Org nummer: 556701-8204  
Storgatan 50, 582 23 Linköping  
+46 13 470 72 00| kontakt@webropol.se

## Contact for questions related to the register

Webropol Sverige AB  
Storgatan 50, 582 23 Linköping  
+46 13 470 72 00| kontakt@webropol.se

## Register name

Webropol Sverige AB client and user register

## Purpose of processing personal data

Personal data is processed on the grounds of the customer relationship between Webropol and the client, on the grounds of the client giving consent or on the grounds of purposes of the legitimate interests pursued by Webropol Sverige AB. The collected data is used for customer relationship management and for contacting clients in matters necessary to providing the service. Webropol may also use the data for marketing purposes, for example, to contact people by phone or e-mail.

## Register content

- First name and last name
- Phone number
- E-mail address
- Fax
- Company/corporate address (only for admin)
- Company/corporate VAT ID (only for admin)
- Department name
- Purchasing and invoicing information
- Customer relationship start date
- Customer relationship management information
- Service events
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## Regulated data sources

### Users

Personal data is collected from Webropol users through their consent or through Webropol administrators from their organization. No contact information collected is transferred to third parties. Personal data may be updated with information collected from government agencies or other companies providing data-related services.

## **Respondents to Webropol surveys**

Webropol Sverige AB may collect personal data about you in its surveys. The purpose for which this data is collected is described before the survey is started and in some cases the respondent is required to consent to the described processing. Personal data collected in connection with surveys is not shared with third parties and is not used for any other purposes than those described before the survey is started. All employees with access to personal data recorded in connection with Webropol Sverige AB's surveys have signed a binding confidentiality agreement.

## **Respondents to Webropol Sverige AB's event invitations**

Webropol Sverige AB collects personal data with invitations to events. The purpose of the processing of this personal data is to be able to manage your registration and participation in our events. The purpose of the registration and processing is also described in more detail before the registration for the event is made. The e-mail address provided in connection with registration may be used to send information to you as a respondent about future events, and to send an evaluation survey after the event. As a respondent, you have the right to request the information we have collected about you in connection with an event registration. If you have given your consent for Webropol to also send you information and news, you can withdraw this consent at any time and unsubscribe from future mailings. In some of these cases, we may need to save your email address so that we know that you do not want any more mailings or further processing of your data.

## **Webropol as a data processor**

As a supplier of the survey tool, Webropol is considered a data processor. In these cases, Webropol does not process personal data for any other purpose than to fulfil our contract to deliver the services to our customers. We do not process personal data for our own purposes, and we do not share any personal data collected by our customers in our system with third parties.

The processing of personal data collected by our customers is governed by a data processing agreement between Webropol and the customer. The data processing agreement regulates the type of processing that Webropol is authorized to do on behalf of the customer. The agreement also regulates which of Webropol's subcontractors have access to personal data in the system. Subcontractors with access to personal data in the system are bound by a data processing agreement. No subcontractors process personal data in the system for purposes other than fulfilling the agreement with Webropol and enabling Webropol to deliver its services to the customer.

The controller is the person who determines the purposes for which personal data is processed and how the processing is carried out. All requests to export, review, delete or rectify personal data will be forwarded to the controller handling the matter.

## **Data retention and erasure: Time periods**

Following the end of the customer relationship, backups of all client environment data (including user information) are kept for 1 month. After this, the data is erased. When the client erases an individual user or survey from the system, the deleted data is stored in a backup for 1 month. For the purposes of the Webropol's legitimate interests (e.g. prospecting and marketing), client information can be kept after the end of customer relationship. Deletion of the client data may also differ from the abovementioned user data deletion. Webropol will always erase personal data immediately upon client request if technically possible within a reasonable time.

## Transfer of data to third countries

Webropol does not under any circumstance transfer or process personal data outside the EU or the EEA.

## Technical and organisational security measures

Personal data in electronic form is secured with commonly accepted and reasonable technical measures, such as firewalls and passwords. Any non-electronic materials containing personal data in the register are stored in a locked facility with no access provided to non-authorised persons. Only assigned Webropol customer support, tech staff and research services personnel have access to personal data. All such assigned persons have signed a valid and binding non-disclosure agreement and have their own personal ID and password. Users may not disclose any information under the non-disclosure agreement. In addition to Webropol, specific Webropol's contractors may also perform processing activities on behalf of the data controller. These contractors are required to comply with the same requirements as Webropol.

## The right to review data, the right to rectify incorrect data, and the right to be forgotten

According to the EU's General Data Protection regulation, the data subject has the right to review data stored in the register and to request incorrect data to be rectified and/or erased. The data subject may at any time refuse the use of his or her personal data for marketing purposes. If the data subject no longer wishes his or her data to be processed, he or she has the right to request all data to be erased. Any data-related requests must be sent in writing by e-mail or by post to Webropol Sverige AB.

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