
Document type:	Policy	Document name:	Privacy Policy for Customers
Publication date:	23-05-2024	Version:	2
Approved by:	Board of Directors	Produced by:	CFO
Document ID:	ALLIGO-P701		

Privacy Policy for Customers

Your privacy is important to us. This policy describes, among other things, the data we collect, the purpose for which they are collected, and how you can contact us.

1. Data controller

Alligo AB, co. reg. no. 559072–1352 (“Alligo”, “we”, “us” and “our”), with the postal address Box 631, SE-135 26 Tyresö, is the data controller for the processing of your personal data.

2. Personal data we process about you

When contacting Alligo, you may submit certain information to us, such as your name and contact details. Your personal data has been obtained either directly from you or from your employer in connection with the business relationship that exists between us and your employer.

We may also obtain your personal data from other sources. This section describes the purpose for which we process personal data, the categories of personal data that are processed as well as on which lawful basis the processing is performed.

2.1 To be able to process orders/purchases

- Purpose: deliver an ordered product or service (including notification of delivery or contacts regarding delivery, process returns, complaints and warranty cases).
- Type of personal data: Name, title, contact details (for example address, email and phone number). Payment information (for example transaction reference and transaction time), company registration/personal identification number, customer number, payment history and order information.
- Lawful basis: The processing is necessary to fulfil an agreement with the registered party.
- Storage time: The data is stored as long as required to provide goods and follow up returns, complaints and warranty cases in accordance with the agreement.

2.2 Camera surveillance and follow-up of camera surveillance.

- Purpose: Prevention of burglary and vandalism in or adjacent to Alligo's premises, as well as asserting legal claims in connection with suspicion of crime.
- Type of personal data: Images from camera surveillance and incident reports of e.g. thefts.

- Lawful basis: Legitimate interest. Alligo's legitimate interest is to prevent crime and maintain security in its premises, as well as inspect Alligo's legal claims in connection with any crimes committed in or in connection with Alligo's premises.
- Storage time: The data is deleted after three days. In the event that there is a concrete suspicion of a crime that requires a longer storage time, the data can be stored for a longer period to investigate such a suspicion.

2.3 To be able to manage and administer your web account

- Purpose: Provide authorisation to log in, maintain accurate and up-to-date information, and enable tracking of purchasing history.
- Type of personal data: Name, title, address, email, phone number, user name, purchasing history, payment history and customer number.
- Lawful basis: Legitimate interest. The processing is necessary to satisfy your and our interest in managing and administering your user account.
- Storage time: The data is stored until the user deregisters. To deregister your account, you can contact Alligo AB. When the user account has been inactive for two years, the contact person's name is removed.

2.4 To be able to handle customer service cases

- Purpose: Communicate with the customer and answer questions that reach customer service via phone or digital channels (including social media), as well as to investigate problems, complaints and support cases.
- Type of personal data: Name, title, address, e-mail, telephone number, correspondence, time of purchase, place of purchase, the error/complaint on the product or user details for web account in the event of, for example, login problems.
- Lawful basis: Legitimate interest. Alligo's legitimate interest is to provide customer service or other service to customers.
- Storage time: The data is deleted no later than 30 days after the case with customer service has been concluded.

2.5 Accounting

- Purpose: Accounting purposes
- Type of personal data: Name, e-mail address, address, title and telephone number of contact persons at customers.
- Lawful basis: The processing is necessary to fulfil a legal obligation under the Accounting Act.
- Storage time: The data is erased seven years after invoice issued.

2.6 Alligo's customer club

- Purpose: send customer club offers, send invitations and reminders of upcoming events, and ensure the relevance of our offers to the customer club member.
- Type of personal data: Name, title, mobile phone number, email address and industry.

- Lawful basis: Legitimate interest. Alligo's legitimate interest is to market itself to those who have registered for Alligo's customer club.
- Storage time: The data is erased when the customer deregisters from the customer club. To leave the customer club, you can contact Alligo AB. When the user account has been inactive for two years, the contact person's name is removed.

3. Who can gain access to your personal data?

Your personal data is shared with third parties who process personal data on our behalf, known as data processors. Our data processors are:

- Cision Sverige AB (co. reg. no. 556317–1916) which provides press release services.
- Shibuya AB (co. reg. no. 556192–0025) which provides IT services.
- Yabie AB (co. reg. no. 559083-2092) which provides cash systems.
- Open text AB (co. reg. no. 556563-3111) which provides the Streamserve system for archiving business documents.
- Adobe which provides Adobe Commerce Cloud.
- Artist CRM that provides CRM systems for prospecting and tracking customer activities.
- Topdesk which provides systems for processing of internal support and service desk cases.
- Jeeves Information Systems AB (co. reg. no. 556343-4215) which provides the Jeeves ERP business system.
- Consafe Logistics AB (co. reg. no. 556264-2909) which provides Astro WMS for warehouse and logistics management.
- WhistleB Whistleblowing Centre AB (co. reg. no. 556873-2753) which provides the WhistleB for management of whistleblowing.
- nShift AB (co. reg. no. 556546-3717) which provides transport administration. The transport provider you have chosen in turn processes your personal data.

We also transfer your personal data to recipients who are not personal data processors, such as for example to certain authorities and debt collection companies. These recipients are those who are independently responsible for their personal data processing.

If necessary, for example to be able to assist with purchases or other necessary purposes, we disclose your personal data to other companies within Alligo.

4. Transfer of personal data to third countries

We and our suppliers and partners normally only process your personal data within the EU/EEA. In those cases where personal data is processed outside the EU/EEA, there is either a decision from the European Commission that the third country in question provides an adequate level of protection or there are appropriate safeguards, in the form of standard contractual clauses or binding internal company rules, which ensure that your rights are protected. Please contact us if you would like a copy of the safeguards that we have implemented or information about where we have made these available.

In the following cases, Alligo transfers personal data to third countries outside the EU/EEA:

- Through Adobe which provides Adobe Commerce Cloud. The transfer is based on a determination of adequate level of protection as Adobe is covered by the EU-US Data Privacy Framework. Transfers to other countries outside the EU/EEA may occur, provided Adobe deems them to meet a sufficient level of protection.

5. Your rights and choices

5.1 Right to access

Under applicable data protection legislation, you have the right of access to information about which personal data we process concerning you and also the right to request rectification of your personal data.

Right to withdraw your consent (Article 7.3 GDPR)

If you have given your consent to Alligo for a specific treatment, you can withdraw in whole or in part the consent you have given at any time, with effect from when the consent is withdrawn.

Right to access (Article 15 GDPR)

You have the right to request information about what personal data we process about you and how the data is processed (as so-called register extract). You also have the right to request a copy of the personal data processed by us. The right to receive a copy of your personal data does not mean that you always have the right to obtain the actual document in which your personal data appears.

Right to rectification (Article 16 GDPR)

You have the right to, without undue delay, have incorrect data rectified and ask us to complete incomplete data by submitting the correct data to us.

Right to erasure (right to be forgotten) and restriction (Articles 17 and 18 GDPR)

You have the right to at any time request erasure of your personal data, e.g. If the processing is no longer relevant in relation to the purpose the data was collected for. The right to deletion does not apply if the processing is necessary for the following reasons:

- To exercise the right to freedom of expression and information
- To fulfil a legal obligation that requires processing
- In order to establish, assert or defend legal claims.

You can also request that certain processing of your data be restricted, e.g. if you object to the accuracy of the data.

Right to data portability (Article 20 GDPR)

If you have given your consent or if we base the processing on an agreement with you, you have the right to obtain the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format and to transfer these to another personal data controller or to have our assistance in transferring the data to another personal data controller when this is technically possible.

Right to object (Article 21 GDPR)

You have the right to object to your data being processed based on the balance of interests. If we cannot demonstrate that there are compelling, legitimate reasons to continue processing the data, we must cease processing.

6. Right to lodge a complaint

If you have a complaint regarding Alligo's processing of your personal data, you have the right to lodge such a complaint with the Swedish Authority for Privacy Protection (www.imy.se).

You can also contact our data protection officer through gdpr@alligo.com

7. Cookies

See our Cookie policy (*ALLIGO-P702*) for information about how we process Cookies.

8. Our contact details

If you wish to exercise your rights as above or otherwise want to get in touch with us about our processing of your personal data, you can do so by contacting us at:

Alligo AB
Att: GDPR
Box 631
SE-135 26 Tyresö

gdpr@alligo.com

9. Updates

Alligo may make changes to this privacy policy. This privacy policy is current from the date specified above in the document. We will process your personal data in accordance with the privacy policy that applies at the time of the collection, if we do not otherwise have your consent to process them or if the new processing is consistent with the original purpose.