

# PRIVACY POLICY

## 1 INTRODUCTION

Planter Norden AB provides the platform Planter at [www.planter.se](http://www.planter.se) ("Planter"). It is therefore Planter Norden AB that processes personal data about you, whether you are a customer with access to Planter or whether you, for any other reason, are a user and have access to our services provided on Planter. For more information about the categories of individuals whose personal data we process, see section

In this data protection and privacy policy ("Policy"), you will find information about how we process your personal data in accordance with the laws within the data protection area ("GDPR"). Therefore, we ask you to read through this Policy which describes our processing of your data and also explains the rights you have under the law.

## 2 DATA CONTROLLER

We, who are responsible for the processing of personal data in accordance with the Policy and as described here, are Planter Norden AB ("Planter", "we", "our", "us") with organization number 559351-3418.

We comply with applicable data protection legislation and guidelines. If you have any questions or concerns regarding our processing of personal data, you are welcome to contact us through any of the following contact methods:

**Address:** Planter Norden AB, Box 75, 517 22 Bollebygd.

**E-mail:** [info@planter.se](mailto:info@planter.se)

**Phone number:** +46 708 28 99 09 (Charlotte Ljungblad)

## 3 WHICH INDIVIDUALS WE PROCESS PERSONAL DATA ABOUT

We process personal data about the following categories of individuals:

1. *Potential customers who are business owners, i.e.*, individuals we meet at industry events and trade fairs or whose contact information we receive from trade fair organizers, public registers, or websites. We offer you a free trial period of Planter and an opportunity to subscribe to our newsletter. For further details on how we process your personal data, refer to section 4.
2. *Test customers, i.e.*, individuals who have signed up for or applied for a test account on Planter. We offer you a free trial period of Planter and an opportunity to subscribe to our newsletter. For further details on how we process your personal data, refer to section 4.
3. *Subscription customers, i.e.*, individuals who have chosen to subscribe to a Planter subscription or the person representing a business, college, or university on a group subscription. We

provide you, and where applicable, your users, with the Planter service and also offer you an opportunity to subscribe to our newsletter. For further details on how we process your personal data, refer to section 4.

4. *Users within group subscriptions*, i.e., employees of a business, students at a college or university where the business, college, or university has a group subscription with us as described in point 3 above, which includes a certain number of users. For further details on how we process your personal data, refer to section 4.

#### **4 WHICH PERSONAL DATA WE PROCESS, WHY, ON WHAT LEGAL BASIS, AND FOR HOW LONG WE PROCESS THEM**

Below is a compilation of information about the personal data we process about you, why we process them, the legal basis for the processing, and how long we process your personal data for each purpose. It is voluntary to provide personal data to us, but we need the below-mentioned personal data to provide our service and to fulfill our obligations to you. This means that if you do not want to provide personal data to us, we may not be able to provide the service to you.

In cases where we do not receive the below-mentioned personal data directly from you, we may access them from the organizers of the events and trade fairs we attend and participate in, through network contacts, official registers, or websites. We may also receive personal data about you from your workplace, your college, or your university when you are one of the users in a group subscription.

To help you easily find the information regarding the processing of your specific personal data, we have divided the information below according to each category of individuals.

<b>Category of individuals</b>	<b>Purposes</b>	<b>Personal data</b>	<b>Retention period</b>	<b>Legal basis</b>
<b>1.Potential customers</b>	To inform you about and offer you a free trial period of Planter	Name, position in the company, phone number and email address.	<p>We process your information for this purpose for up to three months if you decline or do not respond to the offer.</p> <p>If you have expressed interest in trying Planter at a later time, we will request permission to contact you again within six to twelve months for a new inquiry, and we will save your information for this period.</p>	<p>Legitimate interest - The processing is necessary for our legitimate interest in being able to inform you about and offer you a free trial period.</p> <p>Our interest outweighs your potential interest in protecting your personal privacy.</p>

	To be able to send newsletter to you.	Name and email address.	<p>We process your information for this purpose for up to three months if you have not requested to receive newsletters thereafter.</p> <p>You can opt out of further communications at any time by using the unsubscribe link at the bottom of the email or by contacting us directly.</p>	<p>Legitimate interest - The processing is necessary for our legitimate interest in being able to inform you about and offer you a free trial period.</p> <p>Our interest outweighs your potential interest in protecting your personal privacy.</p>
<b>2.Test customers</b>	To provide and administer your trial period and offer you the opportunity to become a subscriber to Planter with retained history.	<p><i>For you as a representative of a business, college, or university:</i> Name, phone number, title, department, email address, information provided in any message from you during the creation of the trial account and the content of the projects you create.</p> <p><i>For you as a private person or sole proprietor:</i> Name, phone number, email address, information provided in any message from you during the creation of the trial account and the content of the projects you create.</p>	We process your information for this purpose during the trial period and for one year thereafter.	<p><i>For you as a representative of a business, college, or university:</i> Legitimate Interest - The processing is necessary for our legitimate interest in being able to offer you a trial subscription and subsequently a subscription with retained history. Our interest outweighs your potential interest in protecting your personal privacy.</p> <p><i>For you as a private person or sole proprietor:</i> Performance of Contract - To fulfill our contract with you during the trial period and during any subsequent subscription period with retained history.</p>
	To enable us to handle any complaints.	Name, phone number, email address, information provided in any message from you during the creation of the trial account, and the content of the	We process your information for this purpose for up to three years from the end of the trial period.	Legitimate interest – Our interest in being able to defend ourselves against any claims and follow up on the matter. Our interest outweighs your potential interest in protecting your personal privacy.

		projects you create.		
	To enable us to send newsletters to you and follow up on your customer experience after the trial period ends.	Name and email address.	<p>We process your information for this purpose during the trial period and for twelve months thereafter if you have not requested to receive newsletters thereafter.</p> <p>You can opt out of further communications at any time by using the unsubscribe link at the bottom of the email or by contacting us directly.</p>	<p>Legitimate interest - The processing is necessary for our legitimate interest in being able to send newsletters to you and follow up on your customer experience after the trial period ends. Our interest outweighs your potential interest in protecting your personal privacy.</p>
<b>3.Subscription customers</b>	To enable us to provide and administer your subscription and offer you a renewed subscription with retained history.	<p>Organization number (for sole proprietorship), name, address, phone number, email address, information about subscription type and payment, information provided in any message from you during the creation of the test account, and the content of your created projects.</p> <p>Plugin users: Username from project management tool.</p>	We process your information for this purpose during the customer relationship and for one year thereafter.	<p><i>For you as a representative of a business entity, college, or university:</i> Legitimate Interest - Our interest in being able to provide and administer the subscription to fulfill our commitments as agreed upon outweighs your potential interest in protecting your personal privacy.</p> <p><i>For you as an individual or sole proprietor during the subscription period:</i> Performance of Contract - To fulfill our agreement with you, including providing and administering the subscription during the subscription period.</p> <p><i>For you as an individual or sole proprietor after the subscription period:</i> Legitimate Interest - Our interest in being able to retain subscription history, for example, for follow-up on any inquiries from you as a former customer and to offer you a renewed subscription with retained his-</p>

				tory, outweighs your potential interest in protecting your personal privacy.
	To enable us to handle any complaints. .	Organization number (for sole traders), name, address, phone number, email address, information provided in any message from you during the creation of the trial account, and the content of the projects you create. .	We process your information for this purpose for up to three years from the termination of the subscription.	Legitimate interest – Our interest in being able to defend ourselves against any claims and follow up on the matter outweighs your potential interest in protecting your personal privacy.
	For accounting purposes.	Organization number (for sole proprietorship), first and last name of the reference person, billing address, and email address.	We process your information for this purpose for as long as the Accounting Act requires, i.e., for seven years from the end of the relevant accounting year.	Fulfillment of legal obligation under the Accounting Act.
	To enable us to send newsletters to you and follow up on your customer experience after the subscription has ended.	Name, phone number and email address. .	We process your information for this purpose during the customer relationship and for twelve months thereafter if you have not requested to receive newsletters thereafter. You can opt out of further communications at any time by using the unsubscribe link at the bottom of the email or by contacting us directly.	Legitimate interest – Your information is processed for this purpose throughout the duration of the customer relationship and for twelve months thereafter if you have not opted to continue receiving newsletters. You can opt out of further communications at any time by using the unsubscribe link provided at the bottom of the email or by contacting us directly.
<b>4. Users within group subscriptions</b>	För att vi ska kunna tillhandahålla och administrera din tillgång till Planter inom gruppabonnet.	<i>All users:</i> Name, email address, group within the subscription, your role as a user, start and end date of your access, title, any ongoing course or training. <i>Plugin users:</i> Username from project management tool.	We process your information for this purpose during the time you have access and for one year thereafter.	Legitimate interest – Our interest in being able to provide you access to the platform and to fulfill and administer the subscription where you are a user outweighs your potential interest in protecting your personal privacy.

		<i>For students purchasing a student license:</i> Personal data as above plus personal identification number, address, and mobile number.		
	To enable us to handle any complaints. .	Name, address, phone number, email address, information provided in any message from you during the creation of the trial account, and the content of the projects you create.	We process your information for this purpose for up to three years from the termination of the subscription.	Legitimate interest – Our interest in being able to defend ourselves against any claims and follow up on the matter outweighs your potential interest in protecting your personal privacy.
	For accounting purposes.	Organization number (for sole traders), first and last name of the reference person, billing address, and email address.	We process your information for this purpose for as long as the Accounting Act requires, i.e., for seven years from the end of the relevant accounting year.	Fulfilment of legal obligation under the Accounting Act.

## 5 TO WHOM DO WE DISCLOSE THE PERSONAL DATA AND WHERE DO WE PROCESS THEM GEOGRAPHICALLY?

Your personal data may be disclosed to and processed by others. We may disclose your personal data to our partners as well as to insurance companies, accounting firms, and law firms. These entities are independently responsible for the processing they perform of your personal data.

We may also disclose your personal data to our service providers who process personal data on our behalf, known as data processors. We have agreements with our data processors ensuring that they process your personal data in accordance with this policy and our instructions.

We may also share your personal data to facilitate a merger, acquisition, or sale of all or part of Planter's assets. We may also disclose your personal data to authorities that require us to disclose such personal data. As a general rule, Planter Norden and Planter's partners process your personal data only within the EU and EEA.

If personal data are processed outside the EU and EEA, we will take measures to ensure that the personal data continue to be equally protected and also take the actions required to legally transfer personal data to countries outside the EU and EEA.

## 6 YOUR RIGHTS

When we process your personal data, you have certain rights under the law. Please note that the exercise of these rights is subject to certain requirements and conditions as specified in the GDPR.

*Information, Access, Rectification, and Deletion, etc.*

You have the right, free of charge, to request in writing to receive information about the personal data we process about you. You can at any time request correction of inaccurate data, and you may also have the right to request that we delete the personal data we have registered about you, request that processing be restricted, or object to processing, as well as request that we provide you with a copy of this personal data. If you do not have a valid reason for your request or if your request is unreasonable, such as if you request extracts or deletions frequently and with short intervals in between, we have the right to either refuse your request or charge a fee to cover the administrative costs associated with your request.

Data Portability

If our processing is based on a contract with you, you may have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used, and machine-readable format, and have the right to transmit this data to another data controller where technically feasible.

Objections

You may object at any time to the processing of personal data based on our legitimate interests, such as direct marketing. We will then no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or if it is for the establishment, exercise, or defence of legal claims.

*Your right to lodge a complaint*

If you are dissatisfied with how we have handled your personal data, we ask you to contact us so that we can assist you with answers and resolve any misunderstandings. You also have the right to lodge a complaint with the Swedish Data Protection Authority (Integritetskyddsmyndigheten - IMY), which is the supervisory authority.

Integritetskyddsmyndigheten (IMY)

Box 8114, 104 20 Stockholm

08-657 51 00

imy@imy.se

## 7 CONTACT PLANTER

If you have any questions about the Policy, wish to exercise any of your rights, or have any other questions related to GDPR, you can reach out to us: via e-post [info@planter.se](mailto:info@planter.se),

- via phone number +46 708 28 99 09,
- sending a letter to Planter Norden AB, Box 75, 517 22 Bollebygd.

## **8            CHANGES**

We reserve the right to unilaterally amend and update this Policy. In the event of material changes to the Policy or if existing personal data is to be processed differently than stated in the Policy, we will inform you of such changes in an appropriate manner.