



DATAHANTERING / PRIVACY POLICY

## THE CONCEPT OF OUR PRIVACY POLICY

BY REGISTERING TO OUR SERVICES, YOU ARE GIVING FRESHMIND GROUP AB CONSENT TO STORE AND BROWSE YOUR INFORMATION SHARED WITH US, USE THAT INFORMATION TO CONTACT YOU FOR GUEST LIST, EVENTS, JOBS, ASSIGNMENTS AND UPDATES CONNECTED TO OUR SERVICES; NEWS & CUSTOMER RELATED UPDATES, EVENT UPDATES FROM ORGANIZERS YOU HAVE ENGAGED WITH BY PARTICIPATING IN ACTIVATION or RSVP REQUEST or BUYING TICKETS FOR EVENT.

The purpose of this platform is for us to effectively handle how we and our partners communicates with guests, organizers, brands, clients, staff and suppliers during activations and projects.

- YOUR DATA BELONGS TO YOU
- We provide you with full transparency upon request
- We will only use details that is relevant for the specific task
- We only share data on a need-to know basis
- You will only receive communication from us and our partners that you have connected with. "Connected with" means that you have signed up for their event, you are a customer, a supplier or staff to that partner
- You can delete your personal info on any Freshmind services by sending us an email to [fm@freshmind.se](mailto:fm@freshmind.se). Non-private data (such as statistics) or data that is legally required by law, are always stored for future reference
- Freshmind have the right to delete any data or suspend user without notice.
- Freshmind have the right to make medication on a user account without notice
- Signing up for our services, activations and jobs connects you with both us and the organizer or brand involved in that specific activation. That means that you allow us to share name and contact information to the organizer and brand connected to the service and activation you have signed up for.

## WHO ARE WE?

Freshmind Group AB is a communication agency based in Stockholm Sweden. Organisation number is SE5567812333. Our address is Bredängsvägen 203, 127 34 Skärholmen, Sweden. Our services includes [freshmind.se](http://freshmind.se) and [lyzted.com](http://lyzted.com), [varmeverket.com](http://varmeverket.com) and [impact2020](http://impact2020.com).

Promoter & partners are companies that you signed up to receive info for event and activation updates from. This companies are connected to Freshmind using the Freshmind services.

## WHAT IS STORED?

We store the information that you as user approve to share with us and alla information that are required for use of services, such as name and email, birthdate, occupation, gender, phone number, image, birthdate, address, payment details, analytics (amount of visits to website, IP-adress, how you found the website, rsmps, job requests), event photo, sound and video, info from our project team regarding projects and activations you are involved in, amount of times you work with us, feedback from the team and client and any other info you shared with us.

## WHAT IS YOUR INFORMATION USED FOR?

The information is used for the following;

- Contact you for event guest lists and invitations, activations and updates from Freshmind and organizers that you signed up for.
- Employee & Supplier database for handling and staffing projects (only if signup via Freshmind.se)
- Payments and handling invoicing
- Communication and helpdesk (such as newsletter, mail, messages and phone call)
- Analyze guests, our team, staff and supplier database for improvements
- Invitation to events organised by Freshmind
- Photos, sound and videos from events and activations are shared and distributed on social media, email, newsletter, videos and books

## WHO CAN ACCESS YOUR INFORMATION & DATA?

- Freshmind staff (including the developers of the platform), contractors and Freshmind clients can access information that is relevant for the task and projects.
- Promoters and brands that YOU have chosen to connect to via activations, guest list or tickets, while using our systems
- Users that have signed up can see you name, image, occupation, the amount of times you have worked with Freshmind, projects that you have been involved in, additional info you chose to share.

## HOW IS DATA SHARED TO OTHERS?

Users with permission can access your data via our admin console or by request email. We only share data on a need to know-basis, such as;

- Data shared when signing up for event or newsletter that the partner is promoting
- Data shared when you as user is working or supplying services and goods to the partner or buying their services and goods. Upon request from clients and partners interested in communication with our users; we will share your name, age, city, gender, image and projects you have been involved in. If they are interested in working with you, Freshmind will contact you for your permission to give out your contact details.

We only share data that you have approved for that specific partner by doing one or more of this following things;

- If you engage with our partners using a Freshmind Service (Lyzted.com, Freshmind.se, event signups),
- you have approved for your details to be sent to them, they will access the relevant information to contact and handling your engagement.

## HOW LONG IS THE INFORMATION STORED?

Maximum 10 years from your last login your account will be deactivated, which means it's renewed 3 years every time you log in. After that 3-year-period, may contact you asking you to reactivate your account within 30 days. after that your account will be deleted along with all data that can identify you.

We save the birthdates, gender, city for statistical reasons to help us improve our services. This stats cannot identify you or contain any private data. We also save any date required by law.

**HOW IS THE DATA STORED?**

Data is stored digitally in a database. Payment details can also be stored in paper form for accounting purposes.

**HOW IS THE END-USER INFORMATION USED?**

End-user information is used to collect statistics, improve the service, and create customised experience for the user.

**HOW CAN I USE THE DATA?**

You are not allowed to distribute, manipulate or sale any data shared to you, without a written consent note from Freshmind Group AB or the person that owns the data.

**HOW TO DELETE AN ACCOUNT?**

You can delete your account by sending an email to us or when available via settings. Account will be deleted within 7 days.

If you have received payment from us or worked with us, we are bound according to Swedish law to save certain details your ID, name, payment details, job description for minimum 10 years.

**CAN I REQUEST TO SEE INFORMATION STORED ABOUT ME?**

Yes, send an email to [fm@freshmind.se](mailto:fm@freshmind.se) with your namn and date of birth.

**WHO IS RESPONSIBLE FOR THE INFORMATION?**

Freshmind Group AB (Org 556781-2333), [fm@freshmind.se](mailto:fm@freshmind.se) Stockholm, Sweden

( ) I agree to **terms of use** and **privacy policy**

## PRIVACY POLICY IN SHORT

Last updated: march 08, 2019

Freshmind Group AB ("us", "we", or "our") operates the <http://www.lyzted.com> and [www.freshmind.se](http://www.freshmind.se), varneverket.com and impact 2020 website (the "Service", "The services").

This page informs you of our policies regarding the collection, use and disclosure of Personal Information when you use our Service.

We will not use or share your information with anyone except as described in this Privacy Policy.

We use your Personal Information for providing and improving the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible at the website of services

### Information Collection And Use

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to, your email address, name, phone number, other information ("Personal Information").

### Log Data

We may also collect information that your browser sends whenever you visit our Service ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages and other statistics.

In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this type of information in order to increase our Service's functionality. These third party service providers have their own privacy policies addressing how they use such information.

### Cookies

Cookies are files with small amount of data, which may include an anonymous unique identifier.

Cookies are sent to your browser from a web site and stored on your computer's hard drive.

We use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

### Service Providers

We may employ third party companies and individuals to facilitate our Service, to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used. These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### Communications

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

**Business Transaction**

If any of the services by Freshmind Group AB is involved in a merger, acquisition or asset sale, your Personal Information may be transferred. We will provide notice before your Personal Information is transferred and becomes subject to a different Privacy Policy.

**Security**

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

**International Transfer**

Your information, including Personal Information, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside Sweden and choose to provide information to us, please note that we transfer the information, including Personal Information, to Sweden and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

**Links To Other Sites**

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

**Children's Privacy**

Our Service does not address anyone under the age of 13 ("Children").

We do not knowingly collect personally identifiable information from children under 13. If you are a parent or guardian and you are aware that your Children has provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from a children under age 13 without verification of parental consent, we take steps to remove that information from our servers.

**Changes To This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

**Contact Us**

If you have any questions about this Privacy Policy, please contact us.