

IF YOU ARE A CUSTOMER

You are a customer if you buy goods from our store or on our website.

Your personal data is collected from yourself.

WHEN AND WHY WE PROCESS YOUR PERSONAL DATA

Manage purchases

In order to manage your purchase, we process your personal data, e.g. to manage the order, handle your payment and to communicate with you regarding the purchase. You need to provide the information requested in connection with the purchase. Otherwise, we cannot complete the purchase.

Categories of personal data	Legal basis
<ul style="list-style-type: none">Your communicationIdentity informationContact detailsCard informationPurchase information	<p><i>Agreement.</i> If you are a consumer the processing of personal data is based on the purchase agreement with you.</p> <p><i>Legitimate interest.</i> If you are a company customer, we will process your personal data in order to satisfy our legitimate interest of fulfilling the terms of the purchase agreement with the company.</p>
<p>Storage period: Your personal data is stored until the purchase has been completed, including delivery and payment and thereafter for a period of 36 months in order to handle any complaints or warranty issues or such longer period that is necessary in order to handle the matter.</p> <p>If you are company customer your personal data is stored until the purchase has been completed, including delivery and payment and thereafter for a period of 10 years in order to satisfy our legitimate interest of handling and defending legal claims and for such period that is necessary to handle the claim as such.</p>	

Respond to questions and requests

If you contact us with a question or a request, we process your personal data to respond to the question or request.

Categories of personal data	Legal basis
<ul style="list-style-type: none">Your communicationIdentity informationContact details	<p><i>Legitimate interest.</i> The processing is necessary in order to satisfy our legitimate interest of responding to your questions and requests.</p>
<p>Storage period: Your personal data is stored for this purpose for a period of 13 months calculated from the date we replied to your questions or requests.</p>	

Follow-up and evaluate the business

We process your personal data in order to evaluate and follow-up and evaluate the business, e.g. in order to generate sales reports and statistics.

Categories of personal data	Legal basis
<ul style="list-style-type: none"> • Identity information • Purchase information 	<i>Legitimate interest.</i> The processing is necessary in order to satisfy our legitimate interest of evaluating and to follow-up on the business.
Storage period: Reports on an aggregated level which do not contain any personal data and statistics are stored until further notice or until they are deleted.	

Handle and defend legal claims

We process your personal data, to the extent it is necessary, to handle and defend legal claims, e.g. in case of a dispute or litigation.

Categories of personal data	Legal basis
<ul style="list-style-type: none"> • Your communication • Identity information • Contact details • Card information • Purchase information 	<i>Legitimate interest.</i> The processing is necessary in order to satisfy our legitimate interest of handling and defending legal claims.
Storage period: Your personal data is stored for such period that is necessary for this purpose.	

Fulfill legal obligations

We process your personal data in order to fulfil legal obligations, e.g. bookkeeping and accounting requirements and obligations under data protection regulations.

Categories of personal data	Legal basis
<i>All categories of personal data that have been collected and which are necessary in order to fulfill each legal obligation.</i>	<i>Legal obligation.</i> The processing is necessary in order to fulfill our legal obligations.
Storage period: Your personal data is stored for such period that is necessary in relation to each legal obligation.	

Manage and protect IT systems and services

In order to manage and protect our IT systems and services, e.g. upon logging, troubleshooting, backup, change and problem management in systems and in connection with potential IT incidents, we process, to the extent necessary, your personal data.

Categories of personal data	Legal basis
<i>All categories of personal data stated above.</i>	<i>Legitimate interest.</i> The processing is necessary in order to satisfy our legitimate interest of managing and protecting our IT systems and services.
Storage period: Your personal data is stored during the same period that is stated in relation to each purpose of the processing of your personal data above. Personal data in logs are stored for troubleshooting and incident handling during a period of 13 months calculated from the date of the logging event.	

RECIPIENTS THAT WE SHARE YOUR PERSONAL DATA WITH

Where necessary, we share your personal data with others. The recipient is the data controller for the processing of your personal data, unless we have stated otherwise. We never sell your personal data without your permission.

We share your personal data with:

Service providers

In order to fulfil the purposes of the processing of your personal data, we share personal data with service providers that we have engaged. These service providers provide IT services to us (such as operation, technical support and maintenance of IT systems). The service providers may only process your personal data for these purposes and in accordance with our instructions and not for their own purposes. We are the data controller for the processing of personal data that the service providers carry out on our behalf.

Transportation companies and carriers

We collaborate with transportation companies and carriers in order to deliver your ordered goods. In order to deliver your goods, we share certain personal data with these companies.

Categories of personal data	Legal basis for the transfer
<ul style="list-style-type: none">• Identity information• Contact details• Purchase information	<p><i>Agreement.</i> If you are a consumer the processing of personal data is based on the purchase agreement with you.</p> <p><i>Legitimate interest.</i> If you are a company customer, we will process your personal data in order to satisfy our legitimate interest of fulfilling the terms of the purchase agreement with the company.</p>

Other recipients

In certain cases we share, if necessary, your personal data with other recipients for certain purposes (e.g. to fulfill legal obligations and to handle and defend legal claims). Examples of recipients are external advisors, authorities, courts, the police and potential buyers or sellers of the company.

Recipient	Purpose	Legal basis for the transfer
Public authorities	We share necessary personal data with public authorities if we are obligated under law to disclose the information.	<i>Legal obligation.</i> The processing is necessary in order to fulfill legal obligations.
External advisors	We share necessary information with external advisors, e.g. audit firms, and law firms if we are obligated under law to share the information or in order to manage and defend legal claims.	<i>Legal obligation and legitimate interest.</i> The processing is necessary in order to fulfill legal obligations or, alternatively, to satisfy our legitimate interest of managing and defending legal claims.
Courts, counterparties etc.	In order to manage and defend legal claims we share personal data to other parties.	<i>Legitimate interest.</i> The processing is necessary in order to satisfy our legitimate interest of managing and defending legal claims.
Law enforcement authorities, e.g. police	We share personal data with law enforcement authorities, e.g. the police if we are obligated under law to disclose information.	<i>Legal obligation.</i> The processing is necessary in order to fulfill legal obligations.
Potential buyers and sellers	We share personal data with potential buyers and sellers in case of an acquisition of the business or a merger.	<i>Legitimate interest.</i> The processing is necessary in order to satisfy our legitimate interest of carrying out the acquisition or the merger.

CATEGORIES OF PERSONAL DATA

Please see the table below for further information regarding which categories of personal data that we use and store about you.

Category	Examples of Personal Data
<i>Your communication</i>	Contents in your communication, e.g. e-mails
<i>Identity information</i>	Name
<i>Contact details</i>	Address, telephone number, e-mail address
<i>Card information</i>	Debit or credit card number, type of card
<i>Purchase information</i>	Information regarding the purchase, e.g. item and amount