

PRIVACY POLICY

– TV4 Media Manager Platform

1. Introduction

1.1 In this policy, we, TV4 AB, explain how we process your personal data in connection with you, as a contact person/representative of someone who wants to advertise through our self service advertising platform, coming into contact with us. We always process your personal data in a responsible manner and in accordance with applicable regulations.

1.2 It is important to us that you feel safe when you provide us with your personal data. We therefore encourage you to read the policy carefully to know more about our treatment.

2. Personal data controller

2.1 TV4 AB (org. no. 556242-7152) is responsible for personal data. This means that we are responsible for the personal data we have about you.

3. What personal data do we process about you?

3.1 Personal data is all information that can be linked to you as a person.

3.2 The information we process about you is your name, your email address and the name of the company/organization you represent. You also get your own account where you can control the marketing (e.g. against certain programs, target groups, geographical regions, etc.)

3.3 During our contractual relationship, we will continuously process information about which products/services you have purchased from us and how you use such products/services. We also process data collected via cookies, which you can read about in our cookie policy.

4. For what purposes do we process your data?

4.1 If your company/organization is a customer of ours, we process your data for the purpose of:

- Provide our products/services and give you the opportunity to book these online.
- Administer our customer relationship with the company/organization you represent by communicating with you.
- Promote our products/services and relevant promotions (you can choose to no longer receive such marketing via a link in each mailing).
- Produce statistics on how our products/services are used.
- Maintain, test, improve and develop our products/services.

- Fulfill our legal obligations and defend any legal claims.

5. When will your data be deleted?

5.1 Your expression of interest, and the personal data you provide in connection with your expression of interest, are saved in order to be able to communicate with you. The data is saved as long as we have an interest in contacting you or until you notify us that you are no longer interested.

5.2 If your company/organization advertises in one of our digital channels, we save your data as long as you are registered as a representative/contact person, and then as long as we judge that you are a potential customer or until you notify us that you want that we delete your data.

5.3 Some information is deleted on an ongoing basis, e.g. information collected via cookies. See more about storing information in cookies in our cookie policy.

6. On what legal basis do we process your personal data?

6.1 We carry out our processing because we have a legitimate interest in processing your data, namely to be able to administer and provide our products/services to your company/organization.

6.2 You consent to the collection of data via cookies via our cookie banner. See information on how to withdraw your consent and delete cookies in our cookie policy.

7. Who can access your personal data?

7.1 In connection with processing data about you and your company/organization, we provide your data to companies that provide services to us (e.g. IT services). We also disclose your personal data to e.g. authorities, if it follows from legal requirements, other constitutions or authority decisions.

7.2 If the data is transferred to a country outside the EU, which can happen if the data is, for example, stored in a cloud service, a legal basis has been secured, for example through agreements containing the standardized model clauses for data transfer adopted by the European Commission and which are available on the European Commission's website.

8. Your rights under law

8.1 You have the following rights in connection with us processing your personal data:

- Right of access (register extract), i.e. a right to receive confirmation of and information about which personal data we process about you

- Right to rectification, i.e. a right to have incorrect information corrected
- Right to erasure, i.e. a right to have data removed
- Right to limited treatment, i.e. a right to demand that our processing be restricted, for example if you object to the accuracy of data
- Right to data portability, i.e. a right to request that your data be moved from us to another company
- Right to object to the processing of the personal data
- Right to withdraw your consent, however, a withdrawal does not affect the lawfulness of the processing based on consent, before this was withdrawn
- The right to lodge a complaint with the Swedish Data Protection Authority if you believe that we are not processing your personal data in accordance with the law

8.2 Some of the rights only apply in certain situations. In case you would like to exercise any of the rights, you can contact us via the contact details below.

9. Contact information - if you have questions

Data Protection Officer, TV4 AB, Tegelluddsvägen 3-5, 115 79 Stockholm, dpo@tv4.se