

Phygrid Privacy Policy

VERSION: 1/2024

INTRODUCTION

When using Phygrid's digital platform, content, apps or other products and services made available from time to time on Phygrid Grid or Phygrid Marketplace (the "Services"), you will provide us with certain personal data. We collect personal data when you create an account for the Services and through secure tracking technologies that collect information about your behaviour and usage of the Services.

This Privacy Policy describes how and why Phygrid process your personal data and also explains your rights as a data subject.

This Privacy Policy will be updated from to time as the Services are developed and improved. We will notify you in the Services or via email in case of significant or substantial changes to the Privacy Policy.

WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA?

Phygrid AB, Swedish reg. no. 556841-1333 ("Phygrid" or "We"), is the data controller for the processing of the personal data described in this Privacy Policy. Please read this policy carefully to receive information on how and why Phygrid collect and process your personal data and what your rights are.

This Privacy Policy is only applicable where Phygrid is the data controller. Please be aware that certain Apps on Phygrid Marketplace/Grid may have another personal data controller (for example your employer), meaning that the privacy policy of such party will apply instead of Phygrid's Privacy Policy.

Please contact us if you have any questions about our processing, see our contact details below.

PERSONAL DATA THAT WE PROCESS AND HOW WE COLLECT THEM

In order to create an account, you will be required to provide certain personal data, such as name, email address and phone number.

Phygrid may also collect personal data about you and your usage of the Services, such as IP address and user behaviour, through cookies or similar tracking technologies (see below).

Your information will be stored securely using advanced technical and organisational security measures implemented by us or by our subcontracts.

OUR PURPOSES, LEGAL GROUND FOR PROCESSING PERSONAL DATA AND RETENTION PERIODS

Why We Process Personal Data	Legal Ground for Processing Personal Data	Retention Periods
We process personal data in order to ensure that We provide secure and efficient Services and optimize or improve user experience.	The legal ground for this processing is our legitimate interest to provide the Services in a secure and efficient manner. It would not be possible to provide the Services without the use of actual personal data, i.e. the only way to fulfil this purpose is by using personal data.	We only process personal data for this purpose for as long as you have an active account for the Services, and for a maximum period of 12 months thereafter.
We process personal data in order to analyze user behavior within the Services, in order to develop our products and Services.	The legal ground for this processing is our legitimate interest to further develop and improve the Services. Such analysis cannot be made without actual personal data, i.e. the only way to fulfil this purpose is by using personal data.	We only process personal data for this purpose for as long as you have an active account for the Services, and for a maximum period of 12 months thereafter.
We process personal data in order to provide relevant marketing and advertising of our Services.	The legal ground for this processing is our legitimate interest to market our Services.	We only process personal data for this purpose for as long as you have an active account, and for a maximum period of 12 months thereafter.
We process personal data in order to contact and communicate with you if you contact us through the Services.	The legal ground for this processing is our legitimate interest to communicate with our users. This cannot be done without using personal data, i.e.	We only process personal data for this purpose for as long as you have an active account for the Services, and for a

	the only way to fulfil this purpose is by using personal data.	maximum period of 12 months thereafter.
We process personal data in order to be able to charge and bill for the Services.	The legal ground for this processing is to perform a contract and our legitimate interest of receiving payment for our Services.	We only process personal data for this purpose for as long as is required according to applicable law (e.g. tax and accounting laws).
We process personal data in order to be able to investigate errors or other anomalies in the Service or system and to defend Phygrid from potential legal claims.	The legal ground for this processing is our legitimate interests to defend Phygrid from claims regarding errors in the Services. To be able to do so and fulfil this purpose, We must log transactions carried out in the Services.	Operators have the right to present legal claims regarding errors and anomalies in the Services during a period of ten years, We must store personal data for ten years