

Be-Ge Integrity Policy

Integrity and Marketing Policy

1. General

This integrity and marketing policy ("Integrity Policy") describes how Be-Ge Företagen AB, org. No. 556377-8298, Box 912, SE-572 29 Oskarshamn, e-mail: info@be-ge.se, with subsidiaries ("Be-Ge", "we") collect, use, transfer and store your personal information.

The integrity policy applies when Be-Ge provides services and products related to purchase, service issues and other contact with Be-Ge, such as visits, visits to the website, etc.

In principle, you may visit Be-Ge's websites without telling us who you are. All we know is the name of your ISP (Internet Service Provider), which website you came from and which of our web sites you visit. This information is evaluated for statistical purposes. As an individual user, you are anonymous.

You should always feel secure when you submit your personal information to us. This Integrity Policy describes how we ensure that your personal information is processed in accordance with the applicable privacy information regulation "GDPR".

2. Responsible for personal information

Be-Ge is responsible for Be-Ge's processing of your personal information and is responsible for such processing being in accordance with applicable law. Be-Ge is also responsible for the processing of personal information within the framework of possession of a Be-Ge account.

3. When do we process your personal information?

In order for you to visit us, our website, buy our goods or services or contact us for service or information, we must collect and process personal information about you.

Be-Ge collects and processes personal information about you when you make a purchase, use Be-Ge support, visit Be-Ge's website or an event that Be-Ge organizes or when you otherwise have contact with Be-Ge. The information collected from you at the time of booking and purchase is required to enter into a contract with Be-Ge and to enable Be-Ge to provide its services and offers.

The information you provide may be, for example, your name, company information, vehicle registration number, contact details, card number, other financial information or your social security number or questions you have provided us with regarding products or services you would like to know more about or information about your vehicle.

We also collect and update your address information through third party services for address update, marketing purposes, or to enhance your customer experience.

4. Which of your personal information do we process?

For you as a customer of Be-Ge.

The personal information Be-Ge collects and process from you as a customer who makes purchases and uses our support services are:

- Name and identification number (social security number, national ID or organization number)
- Address
- Phone number and e-mail address
- Payment information
- Customer number
- IP address and information about your use of the Be-Ge's website
- Information about which of our products or offers you have been interested in, how you interact with our newsletters and which of our events you have signed up for
- Details of your purchases
- Title and attestation

5. Why do we process your personal information?

For you as a customer to Be-Ge

Be-Ge processes your personal information for different purposes.

Mainly, Be-Ge processes your personal information in order to:

- Comply with our obligations to you as a customer, such as execution of purchase, invoicing and provision of support
- Enable general customer care and customer service, such as answering questions and correcting incorrect information
- Provide information and direct marketing, by mail, e-mail, SMS / MMS and telephone regarding Be-Ge's and selected partner's goods and services
- Managing the customer relationship and provide our services
- Give relevant information and adapt offers in newsletters and on our website
- Assess which payment methods we can offer you, for example through credit assessments
- Improve our customer offers, such as development of services, products and functions
- Prevent fraud and carry out risk management; and
- Comply with applicable legislation, such as accounting laws.

The information can also provide grounds for market and customer analyzes, market research, statistics, business tracking and business and method development related to the purchase of goods and services.

6. The legal basis of our processing of your personal information

Be-Ge bases the processing of your personal information on a number of legal bases. These are described in this section.

We process your personal information in order to fulfill our agreement with you as a customer, such as to make bookings, purchase and to fulfill our commitments to you as a customer, such as simplified administration and order history. Based on this legal basis, we also process your purchases, your behavior on our website, your interaction with Be-Ge, and your interest in our offers and products in order to fulfill our commitment to providing you with personalized offers.

One part of the processing of personal information that we carry out is based on a so-called interest balance. This, for example, applies to the process we make to send you offers about our goods and services and limit the segment of customers, such as based on total purchase sums. Be-Ge does not process sensitive personal information based on interest balance and does not perform any processing that constitutes profiling based on a balance of interest.

In specific cases, Be-Ge may have a legal obligation to process your personal information. This applies, for example, to the processing of personal information we perform in order to meet the requirements of the Accounting laws.

7. Compilation of our processing of personal information

Purpose	Legal ground	Categories of personal information	Duration of storage
To administer, develop and deliver our goods and services as well as provide support	Completion of purchase agreement (terms of sale)	Name address, phone number and e-mail Geographic information IP address, device information, log information	Two years after you last interacted with Be-Ge, for example by buying from us or contacting our customer service
To ensure that legal requirements are complied with, such as the Accounting Laws	Legal obligation	Name, address, phone number and e-mail Geographic information	As long as we are required to store the information in accordance with applicable law
To market Be-Ge and our affiliates or group companies goods and services by mail, e-mail, phone and SMS / MMS	Interest balance	Name, address, phone number and e-mail Geographic information IP address, device information, log information	Two years after you last interacted with Be-Ge, for example by buying from us or contacting our customer service
To administer your customer number, give you the opportunity to get personalized offers as well as enable targeted communication by mail, e-mail, phone or SMS / MMS	Completion of Be-Ge customer number agreement	Name, address, phone number and e-mail Geographic information Payment details Customer numbers, offers you have been interested in, which of our newsletters you interacted with and which of our events you have signed up for Information about your purchases	As long as you have a customer number with Be-Ge

8. Profiling

Be-Ge can process your personal information through profiling if you are a customer. When your customer number is analyzed it gives us information about which of our goods, services and offers you have been interested in, which of our newsletters you interacted with and which of our events you have signed up for, information about your purchases in order to provide you with offers that we think might interest you and to invite you to events we think you would like to attend.

You may at any time object to the processing of personal information through profiling. You can do this by calling Be-Ge or by contacting info@be-ge.se. When Be-Ge has received your notification, Be-Ge will stop processing your personal information for this purpose.

9. How long do we store your personal information?

Your personal information will only be stored as long as there is a need to store them to fulfill the purposes for which the information was collected in accordance with this Integrity Policy. Be-Ge may store the information longer if required to comply with legal requirements or to guard Be-Ge's legal interests, such as if there is an ongoing legal process.

Be-Ge stores customer information for a maximum of 24 months after the customer last completed a purchase or otherwise interacted with Be-Ge.

10. Who do we provide personal information to?

Be-Ge may disclose your information to third parties, such as companies within the Be-Ge group and other partners and suppliers.

Third parties that Be-Ge provide information to or otherwise provide with information about a customer may use the information only for the purposes of selling and marketing Be-Ge's and Be-Ge's partners and group companies' services and products or for the purpose of providing services related to Be-Ge's agreement with you as a customer. If you have chosen to sign an insurance with us, personal information may also be disclosed to insurance companies. If you apply for a credit when purchasing a product or service, your information may be disclosed to credit rating companies.

Personal information may also be provided by Be-Ge if it is necessary to comply with applicable legal requirements or government requirements, to defend Be-Ge's legal interests or to detect, prevent or pay attention to fraud and other security or technical issues.

11. Changes in the Integrity Policy

Be-Ge has the right to change the Integrity Policy at any time. Be-Ge will promptly notify you of any changes to the Integrity Policy. If you do not accept the changes, you are entitled to terminate the agreement with Be-Ge before the amended Integrity Policy enters into force. You can terminate the agreement by contacting Be-Ge.

12. The protection of your personal information

You should always feel secure when you submit your personal information to us. Be-Ge has therefore taken the necessary security measures to protect your personal information against unauthorized access, change and deletion. For example, all information about customers is stored in a data base that is protected by permission management and firewall.

13. Your rights

Be-Ge is responsible for processing your personal information in accordance with applicable legislation.

Be-Ge will, at your request or on its own initiative, correct, disassociate, delete or supplement information that is found to be incorrect, incomplete or misleading.

You have the right to request

- a. Access to your personal information. This means that you are entitled to request a registry extract of the processing we conduct regarding your personal information. You are also entitled to receive a copy of the personal information being processed. You are entitled to once a calendar year, by written application, free of charge, receive a registry extract of which personal information that is registered about you, the purpose of the processing and the recipients the information has been provided to or is to be provided to. You also have the right to receive information on where the information has been collected from, if the personal information has not been collected from you, the existence of automated decision making (including profiling) and the predicted period during which the information will be stored or the criteria used to determine this period. You also have the right to obtain information about your other rights listed in this paragraph in the registry extract.
- b. Correction of your personal information. We will on you request correct any incorrect or incomplete information we process about you as quickly as possible.
- c. Deletion of your personal information. This means that you are entitled to request that your personal information be removed if they are no longer necessary for the purpose for which they were collected. However, there may be legal requirements that disable immediate deletion of your personal information, for example, accounting and tax laws. We will then end the processing done for purposes other than complying with the legislation.

- d. Restriction in processing information. This means that your personal information is marked so that it can only be processed for certain delimited purposes. For example, you may request a limitation when you consider your information incorrect and you have requested a correction as set out in point b. While the accuracy of the information is being investigated, the processing of the information will be limited.

Be-Ge will inform each recipient of whom personal information has been disclosed in accordance with item 10 above regarding any corrections or deletion of information as well as limitation of processing of information.

You are entitled to information portability. That means the right, under certain conditions, to extract and transfer your personal information in a structured, widely used, and machine-readable format to another personal information responsible person.

You are entitled to object to personal information processing performed on the basis of balance of interest. If you object to such treatment, we will only continue processing your personal information if there are legitimate reasons for processing that weigh heavier than your interests.

If you do not want us to process your personal information for direct marketing, you are always entitled to object to such processing by sending an e-mail to Be-Ge Företagen AB at info@be-ge.se. Once we have received your objection, we will cease processing your personal information for such marketing purposes.

You are entitled to lodge any complaints regarding the processing of your personal information to the Data Information Inspectorate.

14. Cookies

When you visit our website, we use cookies; you will find more information about how we treat cookies in our Cookies policy

Cookies Policy

Be-Ge uses cookies to facilitate the use of the website. By using our site, you agree to the use of cookies according to our cookie policy. If you do not agree that we use cookies, you should change your browser's cookies settings.

A cookie is a small file that the web sites you visit send to your browser. This way, the site can remember information about your visit, like which language you want to use and other settings. This will facilitate the next visit, and the site will be more useful. Cookies play an important role, we use cookies for multiple purposes, for example, to count how many visitors a particular page has. The

information is, of course, not shared with any third party. **Your setting lasts for a day when you use the site.**

15. Contact information

Do not hesitate to contact us if you have any questions about this Integrity Policy, processing your personal information or requesting a registry extract. Our contact information can be found below.

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