

## PRIVACY POLICY

In this Privacy Policy, we describe how we collect and process personal data (“data”) which relates to you as a business contact. This Privacy Policy also describe how we process data collected from our test sites.

For the purposes of applicable data protection legislation, TagMaster AB reg. nr 556487-4534 (“TagMaster”) is the controller of your personal data and determines how and why your personal data will be processed. Should you have any questions regarding TagMaster’s processing of personal data, please do not hesitate to contact us at [privacy@tagmaster.com](mailto:privacy@tagmaster.com).

### How we collect data

We collect your personal data:

- When we engage in a business relationship.
- Through our website.
- Through email correspondence.
- When you provide us with data through meetings, social media or events.

### What data we collect

Personal data we process regarding our business contacts:

- Basic information such as your name, workplace and title.
- Contact details such as address, e-mail address and telephone number.
- Payment information.
- Information you provide in connection with meetings or events, such as requirements in respect of availability of premises or allergies.
- E-mail correspondence.

Personal data we process from our test sites:

- Vehicle images, electronic RFID tags and Bluetooth BD-addresses.  
Time stamp and geographical location of the test site in connection with the collection of images, tags and addresses.

#### MANAGEMENT

Approved by  
Jonas Svensson

#### MANAGEMENT

Issued By  
Lars Lindberg

Date  
2018-05-23

#### RECORDS

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## Why we process your data

Please find below a chart describing the purpose, legal basis and storage period of the processing of your data.

<u><b>Our business contacts' data</b></u>		
<b>Purpose</b>	<b>Legal basis</b>	<b>Storage period</b>
To market our products and services through, for example, newsletters, publications and events.	<i>Legitimate interest</i> TagMaster's legitimate interest in marketing its products and services.	As long as we have a business relationship or until you opt out.
To manage our business relationship with you.	<i>Performance of a contract</i> If there's a contract between you and TagMaster.  <i>Legitimate interest</i> TagMaster's legitimate interest in maintaining and managing its business relationships.	As long as we have a business relationship with you or the company you represent.
To comply with legal obligations.	<i>Comply with a legal obligation</i> For example, TagMaster's legal obligations due to the Swedish Accounting Act ( <i>Sw. bokföringslagen</i> ).	As long as prescribed by law, e.g. seven years for receipts and financial information.
For the establishment, exercise or defense of legal claims.	<i>Legitimate interest</i> TagMaster's legitimate interest in establishing, exercising or defending any legal claims.	Information that is relevant for any legal claim is kept for up to ten years in accordance with the Swedish Act on Limitation ( <i>Sw. preskriptionslagen</i> ).

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<b>Data from our test sites</b>		
<b>Purpose</b>	<b>Legal basis</b>	<b>Storage period</b>
For the development of our software and hardware, e.g. using images to create high-accuracy Automatic Number Plate Recognition (ANPR system).	<i>Legitimate interest</i> TagMaster's legitimate interest in the development of its products, both software and hardware.	The data is stored on protected servers only as long as it is necessary and justified for the development of a specific product

## How we share your data

We do not sell your data to any third party for marketing purposes. However, we may share information with our suppliers when they perform services on our behalf to maintain and support our IT systems. Such suppliers may only process the data in accordance with our instructions, i.e. in accordance with this privacy policy.

We may also disclose or share your data with:

- Subsidiaries or other group companies.
- Auditors.
- A third party involved in organizing an event, e.g. hotels, event organizer or speaker.
- A third party when it's necessary in order to comply with a legal obligation.
- Social media such as Instagram, Facebook, LinkedIn or Twitter when you contact us through such services. If you use these services, we refer to the respective service's privacy policy for information on how they process personal data.

We strive to process all your data inside EU/EEA. However, some of TagMaster's IT providers operate in the United States. When personal data is shared with these providers, TagMaster has ensured that the level of protection is equivalent to that applicable in the EU/EEA, through the providers' accession to the EU-US framework, Privacy Shield, in accordance with Article 45 of the General Data Protection Regulation. You can read more about the framework [here](#).

If we transfer your personal data outside the EU/EEA, such transfer will be subject to appropriate safeguards in accordance with applicable data protection legislation.

## How we protect your data

We use a range of technical and organizational measures to protect your data from unauthorized access, use, loss, change or deletion in accordance with applicable data protection legislation. Such actions include, but are not limited to, physical controls, encryption, eligibility restrictions and policies.

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## Your rights

In accordance with applicable data protection legislation, you have a right to request access to, rectification or erasure of your personal data or restriction of the processing. You also have a right to object to processing as well as the right to data portability.

You have a right to lodge a complaint regarding our processing of your data with the Swedish Data Protection Authority, Box 8114, 104 20 Stockholm, Sweden.

## Changes to this privacy policy

TagMaster reserves the right to make changes to this Privacy Policy from time to time. If substantial changes to the Privacy Policy are made, TagMaster will inform you about such changes by e-mail, provided that TagMaster has your e-mail address, or if possible in some other manner.

## How to contact us

Do not hesitate to contact us if you have any questions about this Privacy Policy or the processing of your data or if you would like to exercise any of your rights under applicable data protection legislation.

You can contact us at: TagMaster AB, Kronborgsgränd 11, SE-164 46 Kista, Sweden, or by email at [privacy@tagmaster.com](mailto:privacy@tagmaster.com).