

Privacy policy for website visitors

1. Scope of the privacy policy

- 1.1 Below, it is described how BONE SUPPORT AB, company reg. no. 556800-9939, with the address Scheelevägen 19A, 223 63 Lund, (“BONE SUPPORT”, “us” or “we”), process personal data in relation to you as a visitor of www.bonesupport.com and thereto related pages, (the “Website”).
- 1.2 Privacy matters are important to us and your integrity is our priority. Therefore, it is important for us to protect your personal data and ensure that our processing of the data is conducted in a correct and lawful manner.
- 1.3 In this privacy policy, we explain which types of personal data we may process about you and for what purpose we process them. We also detail our processing of personal data as well as what choices and rights you have in relation to such processing. We kindly ask you to carefully review our privacy policy and acquaint yourself with its content.
- 1.4 Please note that this privacy policy relates to processing of personal data for which BONE SUPPORT is the controller. This means that we are responsible for the processing of your personal data. It also means that you should turn to us with questions or remarks, or if you wish to enforce any of your rights in relation to our processing of your personal data.
- 1.5 Our privacy policy is applicable when we process personal data that is collected from you.

2. The personal data that is processed

Personal data refers to data that can be attributed to you personally. We may process the following personal data attributable to you as a user of the Website:

- (a) name;
- (b) e-mail address;
- (c) country;
- (d) specialty/area of interest;
- (e) title; and
- (f) employer.

3. The purpose of the processing and legal grounds

We process your personal data for the purpose of, and based on our legitimate interest of, providing you with financial information on BONE SUPPORT and marketing our products and services.

4. Storage of personal data

We store your personal data for as long as we provide you with financial information and marketing. If you object to such marketing, we will no longer have any reason to keep the data, and it will therefore be anonymized or deleted.

5. Recipients

5.1 We may disclose your personal data to our data processors, for example companies working providing IT- and cloud services or hosting services, as well as companies administering the subscription service.

5.2 We may also share your personal data within the BONE SUPPORT group for the purposes set out above.

6. Your rights

6.1 You have the right to receive confirmation on whether or not we process personal data concerning you, and in such cases get access to such personal data and also information regarding the personal data and how we process it.

6.2 You have the right to have inaccurate personal data concerning you rectified without undue delay. Taking into account the purposes of the processing, you also have the right to have incomplete personal data about you completed.

6.3 You have, under certain circumstances, the right to have personal data concerning you erased, for example if the personal data are no longer necessary in relation to the purposes for which they were collected or if the personal data have been unlawfully processed.

6.4 In some circumstances you have the right to obtain restriction of the processing of your personal data. For example if you contest the accuracy of the personal data, you can also require that we restrict the processing of your personal data for such a period that enables us to verify the accuracy of the personal data.

6.5 You have the right to object to processing of your personal data that is based on our legitimate interests. If this is done, we must provide compelling legitimate grounds for the processing which overrides your interests, rights and freedoms, in order to proceed with the processing of your personal data.

6.6 You have the right to object to the processing of your personal data for direct marketing purposes. In case of such an objection, we will no longer process your personal data for that purpose.

6.7 You have the right to receive the personal data relating to you and that you have provided to us, in a commonly used electronic format. You have the right to transmit that data to another controller (data portability).

6.8 You have the right to complain on the processing of your personal data by lodging a complaint to the Swedish Data Protection Authority (*Sw. Datainspektionen*).

7. Additions and amendments

We may make additions or amendments to this privacy policy. If we do so, we will inform you in a suitable way, e.g. by email. In such case, we kindly ask you to carefully review the updated privacy policy.

8. Contact us

To update, rectify or erase data we have about you or to enforce your rights as described above, you are welcome to contact us at legal@bonesupport.com.

[This privacy policy enters into force on 1st April 2018]