

Introduction

We are Tridentify AB. This privacy notice is to let you know how we promise to look after your personal data. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

Tridentify AB, Registered in Sweden VAT SE556794235301
Registered Office: Enrisvägen 33B, S-47540 Hönö, Sweden.

You can find out more about us at www.tridentify.com

If you have any questions or want more details about how we use your personal data, please let us know.

Contact us at gdpr@tridentify.com and specify which way you want us to get back to you, phone or email.

What personal information do we collect?

Communications

What we learn about you from letters, email, and conversations between us
Your name, work email-address, and work phone-number

Consents

Any permissions, consents or preferences that you give us

Who do we share your data with?

We may share your personal data with these organisations:
Regulators and other competent authorities
Companies you ask us to share your data with

We may also share your personal data in the event a new franchise takes over the operation of Tridentify. We will only do this with your consent.

How do we use your data?

Data Protection law says that we can use personal data only if we have a proper reason to do so. This includes sharing it outside Tridentify. The law says we must have one or more of these reasons:

To fulfil a contract, we have with you

When it's our legal duty, when it's in our legitimate interest, when you consent to it.

A legitimate interest is when we have a legitimate business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

Below follow all the ways that we may use your personal data, and which of the reasons we rely on to do so.

To deliver our products and services,

To manage our relationship with you or your business, To develop new ways to meet our customers' needs and to grow our business, To develop and carry out marketing activities, To study how our customers, use our products and services, To market our products and services

Our legitimate interests

Keeping our records up to date. Working out which of our products and services may interest you and telling you about them. Developing products and services, and what we charge for them. Seeking your consent when we need it to contact you. As an active customer to keep you informed about our latest updates, research, publications, innovations and solutions. Being efficient about how we fulfil our legal and contractual duties. Reducing crime and operating in a safe and lawful manner. To manage risk for us and our customers. To obey laws and regulations that apply to us. To respond to complaints and seek to resolve them. To run our business in an efficient and proper way. This includes managing our business capability, financial position, communications, corporate governance, planning, and audit. Complying with regulations that apply to us. Being efficient about how we fulfil our legal and contractual duties. To develop and manage our brand, products, and services. To find people who might benefit from using our products and services. Developing products and services, and what we charge for them. Defining types of customers for new products and services. Complying with regulations that apply to us

What happens if you choose not to give us your personal data?

We may need to collect personal data by law, or under the terms of a contract we have with you.

If you choose not to give us this personal data, it may delay or prevent us providing our products or services to you. For example, not providing an email address would prevent us from providing you with information about innovations, upgrades, support, customer complaint handling.

How do we use your data for marketing?

We may use your personal data to tell you about our relevant products and services. This is what we mean when we talk about 'marketing'. We may also use your data to help create a profile to find potential customers like you.

We will only send you marketing messages if we have either your consent or a legitimate interest. This is when we have a legitimate business or commercial reason to use your information that does not unfairly go against what is right and best for you.

You can ask us to stop sending you marketing messages by sending an email to gdpr@tridentify.com with subject "unsubscribe".

How long will we keep your personal data?

We will keep your personal data for as long as you are working with on your current position. Name, work related email and phonenumber. Up to six Years after last contact.

Is the personal data we have about you incorrect?

You have the right to question any information we have about you that you think is wrong or incomplete. Please contact us at gdpr@tridentify.com If you do, we will take reasonable steps to check its accuracy and correct it.

Do you want us to stop using your personal data?

You have the right to object to certain ways that we use your personal data, or to ask us to delete, remove, or stop using your personal data if there is no need for us to keep it. This is known as the 'right to object' and 'right to erasure', or the 'right to be forgotten'.

In some cases, there will be legitimate, legal, or other official reasons for us to keep your data. But please tell us if you think that we should not be using it. Contact us at gdpr@tridentify.com

It may be possible for us to restrict the use of your data. This means that it would only be used for certain activities, such as legal claims or to exercise legal rights. If this was to happen, we would not use or share your information in other ways while it is restricted.

You can ask us to restrict the use of your personal data if:

It is not accurate. It has been used unlawfully but you don't want us to delete it. It's not relevant any more, but you want us to keep it for use in legal claims. You have already asked us to stop using your data, but you are waiting for us to tell you if we can keep on using it.

If you want to object to how we use your data, ask us to delete it or restrict how we use it, please contact us at gdpr@tridentify.com

Do you want to withdraw your consent or object to when we use our legitimate interest for marketing?

You can withdraw your consent or object to marketing at any time. If this is the case, you can do this by sending us an email, GDPR@Tridentify.se

If you withdraw your consent, we may not be able to provide certain products or services to you or information about updates, innovation, new solutions and benefit that your professional arena might benefit from.

If you have any questions or want more details about how we use your personal data, please let us
Email: gdpr@tridentify.com