



PRIVACY NOTICE FOR WEBSITE VISITORS

1. INTRODUCTION

Protecting your personal integrity is important to us at Innit Audio AB (“Innit Audio”, “we”, “us”). We process your personal data in accordance with the General Data Protection Regulation (GDPR). This privacy notice describes how we collect, process, and share your personal data when you visit or connect with us through our website.

Innit Audio is the data controller for the personal data you provide us with and which we collect from you when you use our website or interact with us through our website.

If you wish to exercise any of your rights under the GDPR, please contact us. You will find our contact details below.

2. PROCESSING

When you use our website and interact with us through our website, there are four main parts of our processing of your personal data, namely (1) in connection with communicating with you, (2) in relation to distributing our marketing emails and newsletters, (3) if you want to sign up for our service, and (4) in relation to cookies. Herein under, please further information about the processing categories.

TO COMMUNICATE WITH YOU – WHEN YOU CONTACT US THROUGH OUR WEBSITE

Purpose	The purpose of the processing of personal data is for us to be able to communicate with you, through emails or chat in connection with you visiting our website.
Legal basis	The legal basis for the processing your personal data in relation to chatting with you is our legitimate interest of being able to communicate with persons interested in our services, customers, etc.
How your personal data is collected and processed	We collect personal data that you state when contacting us through email, our contact form, or chat function. We process the personal data provided by you in connection with responding to and administrating the following communications.
Categories of personal data	We process personal data of the following categories: <ul style="list-style-type: none">• name and e-mail address,• location where you signed up (down to county),• browser information and device information (i.e mobile or PC), and• any personal information included in your message to us.

<p>How long we keep your personal data</p>	<p>We will retain the personal data for as long as we have a purpose for its processing.</p> <p>For the current processing, this means your personal data is stored as long as required in order to handle the subject of the matter for which you are contacting and for a maximum of 5 years thereafter.</p>
<p>Sharing your data with third parties</p>	<p>We may disclose your personal data to our suppliers, sub-processors and/or partners that we use to administer, organize, and arrange communications with you through.</p> <ul style="list-style-type: none"> • HubSpot • Zendesk <p>Otherwise, your information will not be disclosed without your consent, except to comply with applicable law, legal process or mandatory request from authorities.</p> <p>We have taken security measures to protect your personal data against, among other things, loss and unauthorised changes or access. Only persons who need to process personal data have access to your data.</p>

TO COMMUNICATE WITH YOU – SENDING PROMOTIONAL MESSAGES AND NEWSLETTERS

<p>Purpose</p>	<p>The purpose of the processing of personal data is for us to be able to administer and send the communications you want to subscribe to, such as newsletters and marketing emails.</p> <p>We are processing the personal data to be able to communicate, through email, with those signing up on our website due to interest in what we are doing.</p> <p>We may use your personal data to notify you of our events and services.</p>
<p>Legal basis</p>	<p>The legal basis for processing your data in relation to these processing activities is your consent.</p>
<p>How your personal data is collected and processed</p>	<p>We collect personal data from our communications subscribers. We process the personal data provided by you in connection with you registering interest in communications.</p>
<p>Categories of personal data</p>	<p>We process personal data of the following categories:</p> <ul style="list-style-type: none"> • name and e-mail address • location where you signed up (down to county) • browser information and device information (i.e mobile or PC).
<p>How long we keep your personal data</p>	<p>We will retain the personal data for as long as we have a purpose for its processing.</p> <p>For the current processing, this means your personal data is only stored as long as you are a subscriber of newsletters and other communications.</p>

	When you unsubscribe, the personal data is only stored for the purpose of knowing that you unsubscribed.
How you unsubscribe	If you do not want to receive our communications by email which you have previously consented to, you can withdraw your consent by unsubscribing. This can be done by using the link "Unsubscribe" in the footer of each email or by sending an email to infopp@innit.audio .
Sharing your data with third parties	<p>We may disclose your personal data to our suppliers, sub-processors and/or partners that we use to administer, organize, and arrange our sending of marketing and promotional emails.</p> <ul style="list-style-type: none"> • HubSpot <p>Otherwise, your information will not be disclosed without your consent, except to comply with applicable law, legal process or mandatory request from authorities.</p> <p>We have taken security measures to protect your personal data against, among other things, loss and unauthorised changes or access. Only persons who need to process personal data have access to your data.</p>

WHEN YOU WANT TO SIGN UP FOR OUR SERVICE

Purpose	The purpose of the processing of personal data is for us to be able to administer the subscription process through our website, including redirecting you to the appropriate payment option.
Legal basis	The legal basis for the processing your personal data for this purpose is our legitimate interest of being able to administer the subscription process.
How your personal data is collected and processed	We collect personal data from your device which you use to visit our website. We use the personal data to direct you to the subscription process designated for people in your geographical zone (i.e. depending on whether you are inside or outside of the EU).
Categories of personal data	<p>We process personal data of the following categories:</p> <ul style="list-style-type: none"> • IP address, and • geographical location.
How long we keep your personal data	<p>We will retain the personal data for as long as we have a purpose for its processing.</p> <p>For the current processing, this means your personal data is stored as long as required in order to handle the subject of the matter for which you are contacting and for a maximum of 5 years thereafter.</p>
Sharing your data with third parties	<p>We may disclose your personal data to our suppliers, sub-processors and/or partners that we use for the administration of subscription process, including:</p> <ul style="list-style-type: none"> • Stripe. <p>Otherwise, your information will not be disclosed without your consent, except to comply with applicable law, legal process or mandatory request from authorities.</p>

	We have taken security measures to protect your personal data against, among other things, loss and unauthorised changes or access. Only persons who need to process personal data have access to your data.
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COOKIES

What are cookies?	Cookies are text files containing small pieces of data which are sent to a user's device by a web browser while the user is browsing a website. These files contain information about the user's interactions with the website, and they have various purposes and functions.
Purpose	<p>We use cookies on our website for three overall purposes:</p> <ol style="list-style-type: none"> 1) to enable basic features of our website (necessary cookies), 2) to understand how you and our other visitors act when visiting our website (analytics cookies), and 3) to provide you with personally customized cookies (advertisement cookies). <p>For more detailed information about the purpose of each type of cookie, please refer to the CookieYes settings page information.</p>
Legal basis	<p>The legal basis for the processing your data is:</p> <ul style="list-style-type: none"> - Our legitimate interest (necessary cookies) - Your consent (analytics and advertisement cookies)
How your personal data is collected and processed	<p>Your personal data is collected from your device and browser when you use our website.</p> <p>Please refer to our CookieYes settings page information for detailed information relating to each type of cookie.</p>
Categories of personal data	We process personal data of the following categories: name and e-mail address, location where you signed up (down to county), browser information and device information (i.e mobile or PC).
How long we keep your personal data	<p>We will retain the personal data for as long as it is required for the purpose for the specific processing.</p> <p>Each cookie type has a specific retention time. Please refer to our CookieYes settings page information for detailed information relating to each type of cookie.</p>
How you change your settings	You can change your cookie setting preferences by clicking the "Consent Preferences" icon on the bottom-left of the website at any time.
Sharing your data with third parties	<p>Where a specific cookie is set by a third party, we share your personal data with such third parties. The cookies on our website are set by Meta/Facebook, Twitter, Reddit, Google, and CookieYes.</p> <p>For information about which third parties we share your personal data with for each type of cookie, please refer to the CookieYes settings page information.</p>

Otherwise, your information will not be disclosed without your consent, except to comply with applicable law, legal process or mandatory request from authorities.
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3. YOUR RIGHTS

You have a set of rights that you can exercise in relation to your personal data that we process. To exercise any of your rights, please feel free to contact us as infopp@innit.audio. You can also find more information about your rights under the GDPR at the Supervisory Authority's webpage.

UNDER THE GDPR AND UK GDPR

YOUR RIGHT TO ACCESS: You have the right to know what personal data we process about you and can request a copy of this data ("register extract").

YOUR RIGHTS TO CORRECTION: If you believe or suspect that any personal data we process about you are incorrect or incomplete, please contact us so we can correct it.

YOUR RIGHT TO BE FORGOTTEN (THE RIGHT TO DELETION): You have the right to request us to delete your personal data that we process. Please note that a deletion of personal data is not always possible as it may mean that we are not able to fulfill our commitments under a contract or under law. However, if processing is based on consent, you always have the right to withdraw your consent, and have us delete the personal data we process that is based on your consent.

YOUR RIGHT TO OBJECT: In cases where we process but not share your data based on upon our view of legitimate mutual interest, you have the right to object to the use of personal data processing for this purpose.

YOUR RIGHT TO DATA PORTABILITY: Under certain conditions, you also have the right to receive your personal data in a machine-readable format and the right to transfer the data to another personal data controller.

YOUR RIGHT TO RESTRICTION: If you have contacted us with a request to exercise your right to deletion, objection, or correction, you can also request that we restrict the processing of your personal data until your request has been handled. This could mean that your personal data would not be processed at all until your request has been fully handled.

RIGHTS UNDER THE CCPA (US RESIDENTS INCLUDING CALIFORNIA)

RIGHT TO KNOW: If you are a resident of a certain U.S. states (including California), you have the right to know what personal information is being collected, sold, or disclosed about you, and to whom.

RIGHT TO DELETE: If you are a resident of a certain U.S. states (including California), you have the right to request that your personal information be deleted.

RIGHT TO OPT-OUT: If you are a resident of a certain U.S. states (including California), you have the right to opt-out of the sale of your personal information.

RIGHT TO NON-DISCRIMINATION: If you are a resident of a certain U.S. states (including California), you have the right not to be discriminated against for exercising their CCPA rights.

RIGHT TO CORRECTION: If you are a resident of a certain U.S. states (including California), you have the right to correct inaccurate personal information that a controller has about you.

RIGHT TO LIMITATION: If you are a resident of a certain U.S. states (including California), you have the right to limit the use and disclosure of sensitive personal information collected about you.

RIGHTS UNDER THE NFADP (SWISS NEW FEDERAL ACT ON DATA PROTECTION)

RIGHT TO BE INFORMED: You have the right to know what personal data is being processed, why it is being processed, and to whom it is being disclosed.

RIGHT TO ACCESS: You have the right to access your personal data and receive a copy of it as well as other information relating to the processing of the personal data, such as purpose of processing and where the data was obtained from.

RIGHT TO DELETION: You have the right to request the deletion of your personal data under certain circumstances.

RIGHT TO CORRECTION: You have the right to have inaccurate personal data corrected.

RIGHT TO OBJECT: You have the right to object to the processing of your personal data under certain circumstances, such as when the processing is for direct marketing purposes.

RIGHT TO DATA PORTABILITY: You have the right, under certain circumstances, to receive a copy of the personal data relating to you in a commonly used format, or to ask that the personal data be transferred to another controller.

RIGHT NOT TO BE SUBJECT TO AUTOMATED DECISION-MAKING: You have the right to be informed by controllers if automated individual decision-making is used. You additionally have the right to be heard in the case of automated individual decision-making.

CONFIRMATION OF IDENTITY

If Innit Audio has doubts to your identity, we have an obligation under law to request more information from you in order to establish your identity so that we are able to handle your request.

PROCESSING TIMES

A request to exercise your rights shall be handled without undue delay, but no later than one (1) month from the point when Innit Audio has received your request. This period can, in some cases, be extended by up to an additional two (2) months depending on the complexity of your request, as well as the number of requests we receive during this time.

REQUEST

If you want to receive information about what personal data Innit Audio AB processes about you, or if you want to have data deleted or corrected, or you wish to exercise any of your other rights, please contact us, using the details at the bottom of this notice.

You also have the right to file a complaint with the supervisory authority if you believe we are mishandling your request. See contact details to the Swedish IMY hereinunder.

SWEDISH SUPERVISORY AUTHORITY INFORMATION

Integritetsskyddsmyndigheten, Swedish Authority for Privacy Protection (IMY)
Telephone number: +46 8 657 61 00
Address: Box 8114, 104 20 Stockholm, Sweden
Webpage: <https://www.imy.se/>

4. INFORMATION ON THIRD COUNTRY TRANSFERS

Personal data is only transferred to countries outside the EU and EEA (so-called third countries) if necessary, and, in this case, only after ensuring that the transfer takes place in accordance with the rules that apply to third-country transfers. If a service provider is used in a third country, the provider is obliged, in addition to the obligations set out in our written instructions, to comply with the European Standard for Data Protection, for example by signing the EU Commission's standard contractual clauses and, if necessary, taking additional protective measures.

A transfer to a third country may also be based on a decision by the European Commission that the destination country has an adequate level of protection for personal data (adequacy decision). This includes where personal data is transferred from the EU to e.g. the UK.

You can contact infopp@innit.audio for more information about transfers to third countries.

5. CHANGES TO THIS PRIVACY NOTICE

We may introduce changes or updates to this Privacy Notice from time to time. In such case, we will publish information on the changes or updates on our website. We therefore recommend that you revisit this Notice from time to time to ensure that you are updated with the latest information. If we make changes that are not strictly editorial but have significant effect, we will inform you about this appropriately.

Contact Information

INNIT AUDIO AB

E-mail address: info@innit.audio

Organisation number: 559339-8455

Address: Kyrkogatan 17, 222 22 Lund, Sweden



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