

This Privacy Policy is applicable to the personal data processed by **BLI Management I Danderyd AB** relating to the users of the app **Leadify**

Under the General Data Protection Regulation (2016/679), we are responsible for the processing of personal data for which we decide the purposes and the means of processing. With “personal data” we mean information which is directly or indirectly referable to a natural living person and which are processed in connection with the Services. We collect personal data when you visit and use our app Leadify. In this section, you will find more information about our app specific processes and tools, in particular from external partners. By using the app you agree to the collection of necessary cookies, for the collection of other information we will ask for your consent when you start using the app.

#### **Controller's Contact details**

Name: BLI Management I Danderyd AB

Company ID: 556967-4095

Website: [blikurs.se](https://blikurs.se)

Email: [info@blikurs.se](mailto:info@blikurs.se)

We kindly urge Users to use the addresses set out above for all correspondence related to the processing of personal data and the execution of Users' rights under the applicable data protection legislation.

#### **Legal grounds for processing**

We primarily process personal data of Users on a contractual basis and to comply with legal obligations. Furthermore, we may process personal data to pursue our legitimate interest to run, maintain and develop our business or to engage in analytics and marketing activities. When choosing to use your data on the basis of our legitimate interests, we weigh our own interests against your right to privacy and e.g. provide you with easy to use opt-out from our marketing communications and use pseudonymized or non-personally identifiable data when possible.

#### **What data is being collected?**

User Data concerning app visitors:

Full name;

Phone number;

E-mail address;

Occupation;

Picture;

#### **Analytics data concerning app visitors.**

Device type and version;

Operating system;

Interaction with the Services;

Settings and preferences.

#### **Disclosure of personal data**

Your profile information may be visible for other users and managers of companies on the platform, in accordance to your privacy settings. We may share and disclose your personal data to our partners and suppliers and related third parties for the above stated purposes within and outside the EU/EEA where you may have less legal rights in relation to your personal data. We use Firebase to store data on a server within the EU;  
<https://firebase.google.com/support/privacy>

The recipients below are located outside the EU/EEA and we are therefore applying specified safeguards for the data transfers as set forth in the table below. You can acquire further information regarding the transfer by contacting us.

Your username, email and occupation may be disclosed to other users of the Services.

You understand and agree that the privacy notice of third parties, available here, will govern all use of information provided to third parties in accordance with this Privacy Notice.

## **Your Rights**

### *Right to access*

You have the right to access your personal data processed by us and to request a copy of your personal data.

### *Right to withdraw consent*

In case the processing of personal data is based on a consent you have granted to us, you may withdraw the consent at any time. Withdrawing a consent may lead to fewer possibilities to use our Services. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

### *Right to rectify*

You have the right to have incorrect or incomplete personal data we have stored about you corrected or completed by contacting us.

### *Right to erasure*

You may also ask us to erase your personal data from our systems. We will comply with such request unless we have a legitimate ground to not delete the data.

### *Right to object*

You may object the processing of personal data on grounds relating to your particular situation if such data is processed for other purposes than purposes necessary for the performance of a contract or for compliance with a legal obligation. In case we do not have legitimate grounds to continue processing such personal data, we shall no longer process the personal data.

### *Right to restriction of processing*

You may request us to restrict processing of personal data for example when your data erasure, rectification or objection requests are pending and/or when we do not have legitimate grounds to process your data. This may however lead to fewer possibilities to use our Services.

### *Right to data portability*

You have the right to receive your personal data from us in a structured and commonly used format and to independently transmit those data to a third party.

### *How to use the rights*

The above-mentioned rights may be used by sending an e-mail to us on the address set out above. We may request the provision of additional information necessary to confirm your identity.

We reserve the right to reject requests that are unreasonably repetitive, excessive or manifestly unfounded.