

Privacy Notice

By consenting to receive marketing communications from Pågen AB, you agree to the processing of your personal data as described below.

Purpose of Processing

You consent to the personal data you provide being processed for the purpose of sending direct marketing communications via email and SMS containing information about:

- Competitions
- New product launches
- Offers and promotions
- General newsletter

We may also use your personal data to collect insights for product development purposes.

Personal Data We Process

The personal data we may process includes:

- Name
- Contact details (email address, telephone number, postcode)
- Age

Sharing of Personal Data

Pågen AB may share your personal data with third parties. This includes service providers who assist us with the collection and processing of personal data, such as providers of mobile coupon distribution and competition administration. All such third parties process personal data on our behalf and in accordance with applicable data protection laws.

Children's Data

Our marketing communications are not directed at children under the age of 13. If you believe that we have collected personal data relating to a child under 13, please contact us and we will take appropriate steps to delete such information.

If you are aged 13 or over but under 18, please ensure that you have obtained permission from a parent or legal guardian before providing us with your personal data.

Data Security

We take all reasonable technical and organisational measures to ensure that your personal data is protected against unauthorised or unlawful processing, accidental loss, destruction or damage, unauthorised access, alteration or disclosure.

Access to personal data is restricted to individuals who require it for the purposes described in this Privacy Notice. We also ensure contractually that any third party processing personal data

on our behalf provides appropriate safeguards to protect the confidentiality and integrity of your data.

Data Retention

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, or until you withdraw your consent to receive marketing communications.

Your Rights

Under UK data protection law, you have the right to:

- Request access to your personal data
- Request correction or deletion of your personal data
- Request restriction of processing

For questions regarding marketing communications, the processing of personal data, or to update or correct inaccurate information, please contact us at:

kampanj@pagen.se

You also have the right to lodge a complaint with the UK supervisory authority:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane
Wilmslow, Cheshire SK9 5AF
Telephone: 0303 123 1113
Website: ico.org.uk