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[www.explainer.se](http://www.explainer.se)

# Privacy policy

Although we at Explainer AB very rarely process information other than e-mail, first and last name and telephone number, GDPR is important to us. These are to be perceived as personal data and the following principles are applied to Explainer AB to protect your privacy and information. Privacy policy applies to the personal information that you share when contacting by phone, e-mail or post.

## *Who is responsible for your personal information*

Explainer AB, corporate identity number 556948-5252, with address at Kärleksgatan 2, 211 45 Malmö, is responsible for the processing of your data in accordance with this policy.

For contact: [integritet@explainer.se](mailto:integritet@explainer.se)

## *When and what information do we collect*

At the first contact, personal information is collected via email or telephone.

Any news releases are made through third parties, mainly market-leading companies such as Mailchimp.

Only first and last name, telephone number and e-mail address are collected by us. If a reply is received from the recipient, it is considered approved by the sender that we can handle the information stated in the email reply in accordance with this policy.

Other sensitive information provided by the sender in e-mail is processed in accordance with this policy.

## *Why we process your information*

We process the information for the purpose of communicating with our existing customers or potential customers when sending news.

## *How do we process your data*

To protect your personal information, Explainer AB uses the following systems.

One.com, <https://www.one.com/sv/info/sekretesspolicy#DATAPOLICY>  
Fortnox, <https://www.fortnox.se/om-fortnox/integritet-och-sakerhet/>  
Google Analytics, <https://support.google.com/analytics/answer/3379636?hl=sv>  
Salesbox CRM / 20-nine.com, <https://20-nine.com/sv/om-oss/>

Explainer AB does not store e-mails that are older than three years, but these are deleted. Every year, e-mails between the ages of 2-3 are exported to an external hard drive that is neither connected to the internet nor accessible to outsiders.

Personal information on contact persons at customer companies is stored as long as the business connection is active. Being active means that there has been some form of communication between Explainer AB and the customer company. Upon completion of transactions, information is stored at the customer company for another three years. Explainer AB may save the information longer if necessary to meet legal requirements or to safeguard our legal interests.

Explainer AB will not disseminate your personal information to any third party or third party except at the request of Authorities that have a legal right to receive the information from us.

## *What you can do and what we will do?*

You can at any time ask us to delete, get an extract or change the personal information we have about you and we will do this.

If you have given us consent before, you can at any time ask us to delete this consent and then you will not receive any further mailings from us.

In the event of an intrusion or other lack of security that may mean that sensitive information may come out, we will notify you and take measures to limit the damage.

Explainer AB has the right to regularly update its policy in order to fulfill its legal obligations.

If you have other views, you can contact us at [integritet@explainer.se](mailto:integritet@explainer.se) or the Swedish Authority for Privacy Protection.