

Policy for the processing of personal data

Westcoast of Sweden International AB, referred to as WSI or we, protects your privacy. You should feel safe when you entrust us with your personal data as a customer and visitor to our websites.

Our goal is for you to feel confident that your personal integrity is respected and that your personal data is processed correctly. We take responsibility for personal data processed by WSI being used only for intended purposes and protected against unauthorized access. All processing of personal data within WSI takes place in accordance with the applicable personal data legislation. Within the EU/EEA, the data protection regulation (GDPR)¹ applies from May 2018.

To prevent unauthorized access and for the accuracy of the information, we use one-way encryption when processing sensitive data. If you share a computer with someone else, you should always log out to protect your information in relation to other users of the computer.

What is personal data and what is processing of personal data?

Personal data is all information that can be directly, or indirectly together with other data, linked to a living natural person. This means that information about e.g. name, postal address, e-mail address, IP addresses, competition entries and choices made constitute personal data.

Processing of personal data is everything that happens with the personal data. Any action taken with personal data constitutes processing, regardless of whether it is performed automatically or not, such as collection, recording, organization, structuring, storage, processing or modification, retrieval, reading, use, disclosure by transmission, dissemination or otherwise making available, adjustment or aggregation, restriction, erasure or destruction.

What personal data is collected and when is it deleted?

We process your personal data primarily to fulfill our obligations to you. Our starting point is not to process more personal data than is necessary for the purpose, and we always strive to use the least privacy-sensitive data.

When you contact us or visit/use our digital channels or its services, we may collect information about you such as e.g. name, address, postal address, e-mail address, telephone number, identifying information, information about your use of WSI's services and products and transaction history and, for some services, also images and location information. Where applicable, social security numbers and card details can also be processed. In addition, WSI may collect technical data about the devices you use to access WSI's digital channels, including IP address, unique device ID, browser type, and cookie information. The collection described herein takes place, for example, by you entering your personal data in various forms on, among other things, digital channels, social media, contact forms or via email and telephone.

The personal data will be processed by us only for as long as is necessary to fulfill the purposes of the processing or to fulfill WSI's legal obligations.

You have the right to object to us using personal data for direct marketing. When we collect

personal data about you for the first time, you will receive more information about this and how you can object to it.

For what purposes are personal data processed?

The personal data about you that is collected in connection with the use of our website, offers, orders and other services is used for the following purposes:

1. So that we can provide the products and services you ordered and administer our agreement with you.
2. So that we can enable good customer service for you when contacting customer service, email forms and in our social media accounts.
3. For marketing purposes, including marketing by post, email and SMS/MMS, which you can opt out of via a link in each mailing made via email or SMS/MMS.
4. To analyze and group the visitors according to selection, prioritization and preferences, which means that a so-called profiling takes place, in order to be able to provide you with relevant and customized information, recommendations, advertisements and offers.
5. To process your payment or prevent or detect fraud.

Legal basis and legitimate interests for the processing of personal data

WSI always processes your personal data in accordance with applicable legislation. We process your personal data when it is necessary to fulfill a contract with you, respond to your request for customer service and when we have another legitimate and justified interest in processing your personal data. Legitimate interest can be, for example, an interest in being able to market ourselves to visitors on our digital channels or an interest in developing our Digital Channels. If WSI were to process your personal data for any purpose that, according to applicable law, requires your consent, we will obtain your consent in advance.

Security to protect personal data

WSI maintains a high level of security for your personal data and takes appropriate technical and organizational security measures to protect your personal data from unauthorized access, modification, dissemination or destruction.

Restrictions on disclosure of personal data

WSI can engage external partners and suppliers to perform tasks on WSI's behalf, e.g. for example, to provide IT services, payment solutions or help with marketing, analysis or statistics. The performance of these services may mean that WSI's partners gain access to your personal data. Companies that handle personal data on behalf of WSI always sign

agreements with WSI to ensure a high level of protection for your personal data also with our partners.

WSI may disclose personal data to third parties, such as e.g. the police or another authority, if it concerns the investigation of a crime or if we are otherwise obliged to disclose such information based on law or authority decision.

Right to information and right to file a complaint

You have the right, in accordance with what follows from the applicable personal data legislation, at any time to request access to the personal data processed about you, to have incorrect personal data corrected, for WSI to stop processing and delete your personal data, for the processing of your personal data to be limited, to exercise your right to data portability and to object to the processing of the personal data.

If you believe that your rights are not being respected by us, please feel free to contact us.

You also have the right to lodge a complaint with the applicable supervisory authority at any time if you believe that your personal data is being processed in violation of the applicable personal data legislation.

In such a case, please contact WSI via email info@blackhill.se or by post to:

Westcoast of Sweden International AB
To: Personal data controller
Backegårdsvägen 1
459 30 Ljungskile
Sweden

Modification of this Privacy Policy

WSI may from time to time make changes to this Privacy Policy.

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