Privacy Policy

This Policy explains why and when we collect personal information about our website visitors, how we use it, the conditions under which we may disclose it to others, and how we keep it secure.

We respect your privacy. In order to provide you with relevant information and respond to your requests, we sometimes ask that you provide us with information about yourself. We commit that the information we collect is only kept for as long as necessary to assist you in the use of this website, or for our B2B sales and marketing purposes as described in this privacy notice.

What data do we collect?

Seamless Distribution Systems' external website (www.seamless.se) allow us to collect information about your IP addresses and activities on these websites using cookies. Our websites also allow you to complete a form in which you provide us with certain personal data (name, e-mail address, phone number, title/position and company) so that we can contact you, and/or to sign up for our newsletters, webinars or events, or to download material. To provide us with any such information is voluntary. If you have provided us with personal data, we may also collect other publicly available personal data (e.g. title /position or contact information) from publicly available sources such as LinkedIn or other commercial sources. We do not collect or process any sensitive personal data.

The methods we use to collect your data

We use the following technologies and third parties to provide content and applications on our websites. These services may collect or process your data automatically.

- Cookies
- Google Analytics
- Google Ads
- Google Tag Manager
- SEMrush
- Sharpspring
- Trello
- Hotjar
- Facebook
- LinkedIn
- Twitter

You may indirectly provide us with your information. The primary way this occurs is through automatic data collection technologies that collects statistical (non-personal) information about your equipment, browsing action and patterns to provide details [IS1] about

- Traffic data
- Location and IP address
- Communication data
- Resources accessed on the Services
- Operating System
- Browser

How will we use your data?

We will process your personal data only for customer relationship management (CRM) and B2B sales and marketing purposes, including lead generation and lead nurturing and the distribution of newsletters.

We may analyze your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively.

Third-party data processing

We may send personal data to affiliates, vendors and other sub-processors as necessary for the purpose[IS2] .[IS3]
Personal data may be processed in a country outside the country in which it is collected, including the United States, European Economic Area, and the European Union.

We use the following third-party processors:

- SharpSpring (for marketing purposes).

Processors will only process the data as instructed by us and are not allowed to process the data any further than necessary for the purposes for which it was collected.

In the event of any transfer outside of the European Economic Area/EU, such transfers take place in accordance with applicable European Union data protection rules under security conditions enabling the protection of the personal data.

Data retention

We will only retain your personal data for as long as necessary to fulfil the purposes for which we have collected it, unless otherwise required by law. We will retain and use information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.
Retention times

As a general rule, this means that for Seamless Distribution Systems customers, Seamless Distribution Systems will store the personal data (names and contact details) of the relevant contact persons of its customers for the duration of the customer relationship, and for a reasonable time thereafter. For leads or prospective customers in Seamless Distribution Systems' sales process, Seamless Distribution Systems will store the personal data for a maximum period of four (4) years after the last interaction between Seamless Distribution Systems and that individual. For other contacts, Seamless Distribution Systems will store the information for a maximum period of two (2) years after the last interaction between Seamless Distribution Systems and that individual. Any sensitive data will be removed as soon as it is no longer strictly required. When the personal data is no longer required, Seamless Distribution Systems will destroy or delete it in a secure manner. Seamless Distribution Systems continuously removes or corrects personal data that we learn is incorrect or out of date.
[IS4]
Seamless Distribution Systems' services to our customers include processing by Seamless Distribution Systems of personal data on behalf of our customers. Each customer is the data controller of that personal data and Seamless Distribution Systems is a data processor. Such processing by Seamless Distribution Systems is governed by the relevant customer contracts and the policies referenced in those contracts, but is not covered by this privacy notice.[IS5]

A separate privacy notice that governs the processing of personal data applies to the Seamless Distribution Systems Customer Pages accessible from our websites. If a support incident from a customer or an individual employee of a customer is submitted to us via our external webpage or other channels that we use for sales and marketing purposes, the information received will be forwarded to the correct internal site and be deleted from our sales and marketing systems as soon as possible.

Please contact us if you wish to know more about our data retention schedules.

Data subject rights

At any time, you may:

- elect to unsubscribe from our newsletters;
- request correction of any of your personal data;
- submit a written, signed request to receive information about the personal data that we store about you and how we process it.

If you consider that our processing of your personal data may breach applicable legislation on the processing of personal data, a complaint can be directed to our Data Protection Officer. You may also lodge a complaint with the supervisory authority in your country of residence, or to our lead supervisory authority. All contact details appear at the end of this policy.

What is a cookie?

A cookie is a text file that downloads and stores information about your visit to the device you are accessing the site from. The details of your previous visit are remembered for the next time you visit the website using that device.

Cookies help us improve the performance of the website as they remember your performance and can adjust based on your behavior and statistics. We sometimes place cookies on your device that help us serve relevant adverts to you when you visit other websites.

Types of cookies we use

We have listed the categories of cookies we use on the website and their function below.

Necessary cookies

These cookies are essential for the website to operate correctly and cannot be disabled without affecting the usability of the website. The law does not require us to ask consent to use these cookies, and they will always be placed on your device when you use this website.

We delete these cookies when you leave the website where possible.

Functional cookies

These cookies remember the choices you make on our website, improving your experience. We use them to display recommendations for you based on your past activity on our website. Functional cookies may be required for actions such as watching a video.

Any data that these cookies collect is anonymized before being used for any other purpose. We do not keep records of your data or track you personally or monitor how you browse on other websites.

This information is not made available to other websites.

We also use third party cookies from companies such as Facebook and Twitter to allow you to share information via your timeline by liking or sharing content.

Analytics cookies

Analytics cookies are used to gather anonymous data on how you use the website. They look at what pages are the most popular, how long you stay on them, if and when you get an error message and other similar useful data that we use to improve how the website works and make information easier to find. This data is anonymous and cannot be used to track you individually.
Managing cookies

Most web browsers allow you to control which cookies are accepted via their 'Settings' interface. Information on the most common browsers can be found here:

- Cookie settings in Internet Explorer
- Cookie settings in Firefox
- Cookie settings in Chrome
- Cookie settings in Safari web
- Cookie settings in Safari iOS

If the browser you use is not listed above, use the 'Help' option on your browser to find out how it handles cookies, or visit the website you downloaded it from for more information.

Visit www.allaboutcookies.org to find out more information about cookies.

The IAB provides information about Internet Advertising and your privacy at www.youronlinechoices.eu.

If you would like to contact us about cookies, please email us at info@seamless.se.

Managing functional cookies

Google provides information about their cookie and privacy policies including their YouTube service here https://policies.google.com/privacy?hl=en&gl=uk.

The Twitter privacy policy is available here https://twitter.com/privacy.

Managing Analytics cookies

Google Analytics provides a browser plugin to prevent their analytics cookies being placed on your device: https://tools.google.com/dlpage/gaoptout or you can use your browser settings to disallow analytics cookies.

Tracking email communication

We use SharpSpring to track our email communications. We do this to ensure that an email correspondence is successfully delivered to a valid email address.

Technical and organizational security measures

Seamless Distribution Systems undertakes to take the technical and organizational security measures necessary to comply with applicable national legislation to protect your personal data.
Who has access to your data?

Our employees will have access to your data when necessary to complete work on your behalf. We employ access controls in order to protect your data and will not sell or rent it to third parties. We will not share your information with third parties for marketing purposes.
Refer to the “Third-party data processing” section for further information on who has access to your data.

Opt in

It is your choice to receive information from us. If you do not want to receive marketing communications from us, you can choose this option by ticking the relevant box when you complete the contact form on which we collect your information. We will not contact you if you have selected this option.

How we store your data[IS6]

Security

We are committed to ensuring that your data is secure. To prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the data we collect online.

Link to other websites

Our website may contain links to other websites run by other organizations. This privacy policy applies to our website only. It is important to read the privacy policies of external websites. We cannot be responsible for the privacy policy and procedures of any other external website.

16 or under

If you are aged 16 or under, please get your parent/guardian’s permission beforehand whenever you provide us with personal information.

Changes to this policy

This policy applies from the November 11, 2019, and is reviewed at least once a year. individuals whose personal data is handled by Seamless Distribution Systems, are notified of potential changes[IS7] .

Data Controllers

The data controller for the processing of the personal data provided is:

Seamless Distribution Systems AB
Swedish company registration no. 556479-4562
Box 353, SE-10127 Stockholm
SWEDEN

Personal data provided will be processed by the respective data controller but may also be transferred to affiliates within the group of companies controlled by Seamless Distribution Systems AB and/or to subcontractors of the Seamless Distribution Systems group. To the extent any personal data is transferred to a third country, such transfer shall be governed by internal Binding Corporate Rules of Seamless Distribution Systems' processor [IS8] or the EU-US Privacy Shield.

How to contact us

If you have any questions regarding this or any other information relating to privacy [IS9] please do not hesitate to contact our Data Protection Officer:

Seamless Distribution Systems AB
Attention: Tapash Raha
email: privacy@seamless.se

If you have questions about this policy or about how your personal data is processed, or think that the data we hold may be inaccurate, or you wish to view or delete the data we hold about you or your organization, please contact us using one of the following:

- email: info@seamless.se
- Postal address: C/O CoW Arenastaden, Pyramidvägen 7, 169 56 Solna, Sweden

How to contact the appropriate authorities

As described further in this privacy notice we may process personal data received in more than one EU Member-State. Seamless Distribution Systems Group and its subsidiaries will, when possible, register themselves under the authority of the Swedish Data Protection Authority (Datainspektionen), as the place of central administration of Seamless Distribution Systems in the EU is in Sweden.

Contact details of the Swedish Data Protection Authority:

Swedish Data Protection Authority (Datainspektionen)
email: datainspektionen@datainspektionen.se
Postal address: P.O. Box 8114, 104 30 Stockholm, Sweden
Phone: +46 (0)8 657 61 00

[IS1],you want to tell the reader how this data is collected. Where are these automatic data collection technologies – are they built into the website?
[IS2]What are these third parties doing with personal data?
[IS3]
[IS4]If this is referring to SDS customers data, this can be removed from a web site policy.
[IS5]Again, are you talking about web site visitors or SDS customers?
[IS6]Where do you describe storage of the data?
[IS7]How do you do this?
[IS8]What is this?
[IS9] Is he also the contact for questions about the policy? It seems that there is overlap between this contact and the contact information in the next paragraph. It is easier for the user if we can provide one set of contact details.