

Dear Customer

As you may know, General Data Protection Regulation or **GDPR** is a regulation in EU law on data protection and privacy for all individuals within the European Union, which becomes enforceable from 25 May 2018. In short: GDPR is about handling personal data respectfully, transparent, legal and careful. Not saving more data than necessary, no longer than needed, having a clear purpose and a defined time limit.

As you are a highly appreciated business contact to Ålö from whom we are saving personal data, we would like to inform you about various aspects in the course of the upcoming GDPR regulation, which might be of interest to you.

We process personal information for certain legitimate business purposes, which include some or all of the following:

- Where the processing enables us to enhance, modify, personalise or otherwise improve our services / communications for the benefit of our customers
- To identify and prevent fraud
- To enhance the security of our network and information systems
- To better understand how people interact with our websites
- To provide postal communications which we think will be of interest to you
- To determine the effectiveness of promotional campaigns and advertising.

Whenever we process data for these purposes, we will ensure that we always keep your personal data rights in high regard and take account of these rights. You have the right to object to this processing if you wish and if you wish to do so, please send an email to data-protection@alo.se. Please bear in mind that if you object this may affect our ability to carry out tasks above for your benefit.

Ålö retains personal data of business contacts for the duration of the business relation or for a maximum of 24 months after the last business contact.

At any time, business contacts to Ålö can correct the stored personal data, have the data transferred to another system, limit the level of processing or have the data deleted. Furthermore, Ålö business contacts can enter an objection to the storing and processing of their personal data or have a copy of the data at any time.

We hope that this information is helpful and we look forward to continuing the prosper business relation with you. In case of any questions related to storing and processing personal data, please feel free to contact your local Ålö contact person.

Your Ålö team