

# Privacy Policy

**The collection of personal data on our website takes place within the framework of current legislation and the EU General Data Protection Regulation (GDPR).**

We collect personal data in a few different ways:

- **By cookies** when you visit our websites, such as IP address, country, pages visited and what you interacted with / clicked on.
- **Through any purchases made on our website**, such as demographic information, email address, payment information, goods, order amount, discount level, brands and frequency.
- **Through user behavior and engagement** in sent emails, such as opening rate, clickthrough rate, and the time you spent reading emails, sender domains, and type of email client.
- **Through any forms** that are sent by you manually through our website, for example, name, email address and free text messages.

The collecting of data aims to support our work within our business

- **Obligations.** To fulfill any obligations to you as a customer or user of our offers - such as purchases, invoicing and customer service.
- **Customer service.** To be able to handle customer service via email or phone. To answer questions about orders or previous orders, correct errors and guide customers.
- **Marketing.** To show inspiration, product offers / services and personal recommendations via web, e-mail and advertising through third parties.
- **Customer experience.** To improve the customer's experience of our offerings, develop new features, services and products. This also includes administering, protecting, operating and maintaining our website, administer and securing systems, monitoring statistics on usage and purchases on the site, and improving knowledge of our customer's preferences.
- **Fraud and risk.** To prevent fraud and carry out risk assessments.
- **Legislation.** To comply with applicable legislation.

### Period for storing data.

We store your personal data for as long as necessary to fulfill the purposes described below, unless a longer storage period is required or permitted by law, for legal, tax or regulatory reasons, or for any other legitimate and lawful business purposes.

Purpose	Period
Marketing Purposes	As long as we have a legal basis for your data being used for marketing purposes (e-mail, telephone, etc.).
Order history and commitments to fulfill orders.	Seven years or as long as we are required to do so to comply with the current legal requirements.
Customer service	Three years or as long as we are required to do so in order to comply with applicable legal or contractual requirements.
Customer experience of our services	Three years after your most recent activity, such as engagement in communications or visits to our site.  As long as we have a legal basis for your data being used for marketing purposes (e-mail, telephone, etc.).
Fraud and risk assessment	Three years or as long as we are required to do so to comply with applicable legal requirements.
By law	As long as we are required to do so to comply with current legal requirements.

## **Searches**

When you visit our website, we collect information about your visit. We use this information to improve your user experience, evaluate the use of the individual parts of the site and to support our marketing efforts.

## **Analysis Tools**

To create a better experience for you, we use various analytics tools such as Google Analytics, which helps us collect statistics on how our site is being used. The information is not provided or sold to any third parties unless this is done in connection with any restructuring or full or partial sale of the business. Any disclosure on such occasion will be in accordance with personal data laws in force.

## **Newsletter**

If you sign up, you agree to receive emails from us with information and offers. The messages are sent through our third-party software that meets the requirements of the GDPR Data Protection Regulation.

To ensure that our emails do not end up in your spam, we monitor the deliverability of all our messages. We use a third-party software to monitor and analyze deliverability.

If you no longer wish to receive our newsletters, you can click on the link that follows at the bottom of each mail.

## **Cookies**

By using our website, you consent to the use of cookies. A cookie is a small data file that we place on your computer to keep track of what happens when you visit us and to recognize the computer.

### **How are cookies used?**

Our cookies are used to keep track of any choices you have made on our website and to customize our services so that you can receive relevant messages and to fulfill our commitments when contacting our customers.

By agreeing to this Privacy Policy and using this site, you consent to the processing of cookies as stated here.

If you do not accept cookies being used, you can turn cookies off in your browser's security settings. You can also set your browser so that you get a query every time this site tries to place a cookie on your computer.

The browser can also delete previously stored cookies, see the browser's help pages for more information.

Furthermore, you can manually delete cookies from your hard drive at any time.

### **Third-party cookies**

We use third party services on our site. Sometimes these services also use cookies.

### **Retargeting**

We partner with other companies in our online advertising to make sure you only see relevant ads. In this context, we may use solutions from, for example, Facebook, Google Ad, YouTube and Instagram.

Our site contains third-party components such as Facebook and Google. These third-party components mean that the owner of the third-party component, e.g. Facebook or Google, receives technical data about your browser, IP address, which pages you visit with us and similar information. The processing done by the owner of the third party component is beyond our control and concerns only you and the owner of the third party component.

### **How to delete cookies?**

If you no longer wish to use cookies, you can turn cookies off in the settings of your browser. You can also set the browser to be prompted every time our site tries to place a cookie on your computer. You can also use your browser to delete previously stored cookies.

How you delete cookies depends on which browser you use.

If you are using a PC, cookies can be deleted using the [CTRL] + [SHIFT] + [Delete] shortcut.

If it doesn't work or if you are using a MAC, click the link for the browser you are using:

- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Opera](#)
- [Safari](#)

Please note that the functionality of certain parts of the site may be restricted if you do not allow cookies.

**Access to data and change, update and removal of data.**

You have the right, upon written request, to receive information about what personal data that we have registered about you and how this information is used. You have the right to request that we update or remove incorrect information about you. After written request with valuable reason, we will update, change or delete personal data, with reservation for action resulting in a law violation.

We may reject a request that is unreasonably recurring, includes major technical updates (for example developing a new system) alteration of an existing process, or affecting the personal data of other persons.

Any questions regarding our handling of personal data can be asked to us via e-mail.

You can find our contact details on our contact page at [www.malux.com](http://www.malux.com)



Anders Nygren  
CEO Malux Group