

PRIVACY POLICY

At Cellbes, protecting our customers' privacy matters to us. In our privacy policy, we describe how we use and store your personal information – and why we do it.

We at Cellbes strive to be as clear as possible about how we process your personal data. For those looking to learn more about why we process your personal data, you can read about it in more detail at the end of this policy. There you'll find more info on why we process your personal data, what data we process and for how long we process such data. You can also read about the legal basis we have for processing your data legally in line with the EU's General Data Protection Regulation (GDPR).

Please use the summary and table of contents to search for the information you're interested in.

Summary – How do we process your personal data?

Here you'll find a summary of how we process your personal data. Further down in this document you can find more detailed information about our various personal data processing operations. Simply click on the links below to go directly to the detailed information.

[When you initiate a purchase with us but don't complete it](#), we process your personal data so that you can return to your shopping basket.

[When you shop with us](#), we process your personal data in order to:

- Manage your purchase and payment (e.g., ship your goods, enable you to shop on credit and collect non-payment);
- Comply with consumer legislation and give you the opportunity to cancel your purchase or exchange the goods you have purchased;
- Handle any claims, for example in complaints cases; the accounting law;
- Handle your case when you are in contact with our customer service;
- Detect suspected fraud and errors with your payment or order.

[When you create an account on Cellbes online](#) we process your personal data in order to:

- Manage your account and provide you with necessary information, such as when updating our Terms & Conditions;
- Streamline your shopping experience by automatically filling in relevant details when you shop online;
- Enable you to view current and previous orders;
- Remind you of products that you left in your shopping cart when logged in; and
- Provide customized marketing for you on various digital channels, such as Facebook, Instagram and YouTube.

[When you visit our website](#) we process your personal data in order to:

- Improve our website through analysis on how it is used (providing you have consented to this);
- Display offers from us on our and third-party websites you visit with the help of marketing services from Google, Meta, Microsoft and Snapchat (providing you have consented to this); and
- Ensure the website works as it should.

To communicate with you and provide you with info and offers tailored specifically to you, we process your personal data in order to:

- Send your marketing communications to you via email, SMS and post after you place an order with us;
- Send newsletters to you if you sign up to receive our newsletter;
- Create relevant offers tailored to you based on your purchase history and items you've shown an interest in, through, for example, clicking on them in our newsletter or SMS notifications, or through adding items to your basket;
- Send marketing research surveys to you when you make a purchase;
- Compare your data with an updated database to ensure that the information we have about you is accurate and up-to-date; and
- Comply with Marketing Act legislation. If you have chosen not to receive marketing communications from us, your contact details are stored in our "opt-out" register.

So that we can develop and improve our offering, we process your personal data to analyze how we can improve our services and customer offering.

You have several rights under GDPR. In summary, these include: [the right to make a complaint](#), [the right to withdraw your consent](#), [right of access](#), [the right to object](#), [the right to rectification](#), [the right to erasure](#), [the right to restrict the processing of personal data](#) and [the right to data portability](#).

Simply click on the links in the summary above and the FAQs below for more information. Feel free to [contact us](#) should you have questions or wish to exercise any of your rights.

FAQs

Who is responsible for processing your personal data?

How do we protect your personal data?

Must you provide your personal data to us and what happens if you don't do so?

Who can access your personal data?

Do we transfer your personal data outside of the EU/EEA?

What rights do you have in regards to how we process your personal data?

Detailed description of how we process your personal data

How have we balanced our interests when the legal basis is our legitimate interest?

Who is responsible for processing your personal data?

Cellbes AB, with VAT number SE556540215201, is responsible for processing your personal data. Your privacy matters to us. In this policy we want to inform you about how your personal data are processed by us when you shop with us, when you visit us online and identify yourself, create and use an account, as well as when you receive newsletters, SMS notifications, mailouts, information and other marketing services from us.

For questions about the processing of your personal data or to get in touch with us because you wish to exercise your rights, don't hesitate to contact us. The easiest way to reach us is via customerservice@cellbes.com. Our mail address is Cellbes AB, 501 87 Borås, Sweden.

How do we protect your personal data?

We and our partners have adopted a series of both organizational and technical security measures to protect your personal data. We work actively to comply with the EU's general data protection regulations (GDPR). We have several IT systems and protocols that help us protect your personal data from illegal or unauthorized processing. In addition, we have internal procedures that ensure that no more people than necessary have access to your personal data.

Must you provide your personal data to us and what happens if you don't do so?

So that we can provide certain services to you and so that you are able to enter into an agreement with Cellbes, it is necessary for you to provide us with your personal data. If you don't provide the personal data required for us to fulfill our agreement with you, we may not, for instance, be able to deliver your items.

If you don't provide the information required for certain processing for which we require your consent, we will not be able to process your personal data to this aim. Your consent is required, for example, if you want to continue to receive newsletters, SMS notifications and mailouts containing information and offers for you over a longer period than we otherwise send you information (see below).

Who can access your personal data?

Your personal data is processed primarily by us at Cellbes, but we also share your personal data with third parties when it is for example necessary to fulfill our agreement with you, as well as so that we can get help with operations that fall outside of our core business activities and offer you good prices on our products. Below, you can find more details about when we share your personal data. In summary, the following applies:

- [When you shop with us](#) we share your personal data with our payment service providers, who are independently responsible for the handling of your personal data. The type of data that is processed will depend on which payment method you have selected and how such data is processed. You select the payment provider through which your personal data is processed at the checkout when making a purchase.

[Here](#) on our website you'll find information about which payment provider service(s) we use in which countries;

- When you shop with us we also share your personal data with **the shipping agent you choose**, in order to deliver the items you bought or wish to return or exchange to us. We do this to ensure the shipping agent can complete the delivery and send information to you when your item is available to be collected. The shipping agent is personally responsible for the processing of your personal data. The shipping agent that processes your personal data is selected by you at the checkout when you make your purchase;
- [So that you can communicate with us about your order](#), we share your personal data with our external customer service team and Kindly, the chat service we use to be able to provide you with efficient customer service;
- We share your social security number **to be able to retrieve and fill in information that you have not provided to us yourself that is necessary to be able to complete your purchase or create your account with our provider of this service**;
- [If you visit our website and give your consent](#), your personal data will be processed by the analytics and marketing services that we use in each individual case, such as [Google](#), [Microsoft](#), [Meta](#) (Facebook and Instagram), [Snapchat](#) and or [Criteo](#). These recipients process personal data on our behalf as our data processors but also process your personal data as independent data controllers. These providers will inform you separately about the personal data processing for which they are responsible;
- So we can **pay commission to the partners (e.g. influencers, bloggers and sites) who drive traffic to our website**, we share your personal data with [Adtraction](#), which processes personal data on our behalf as our data processor.
- [If you visit our website](#), your personal data is also processed by the **service providers we use to make the website work and to remember your preferences**. You can find a full list of these providers in our [information about cookies](#).
- To ensure that we have accurate contact information for you, we share your social security number with a **provider who helps us ensure that your contact information is accurate**;
- In order for us to improve our services and offering to our customers, we share your purchase history with **the provider we use to analyze how we can improve our services and our offering**;
- If you do not pay on time, we will share your personal data with one of the **providers we use to recover the payment**;
- In order to market ourselves effectively, we use **providers to help us with our marketing, such as sending out newsletters**. These providers process personal data on our behalf as our data processors.
- We share your personal data with the **printing and shipping companies we use to send out marketing communications**.

Cellbes also shares your personal data with our external IT providers to enable us to manage our obligations to you and conduct our business. Our IT providers only process your personal data on our behalf and only have access to the data enabling them to fulfill their obligations to us.

You are always welcome to contact us for more information on with whom exactly we share personal data.

Do we transfer your personal data outside the EU/EEA?

Cellbes generally processes your personal data within the EU/EEA, but in some cases your personal data will be transferred outside the EU/EEA. For example, when you visit our website and agree to our use of services from Google, Meta, Microsoft or Snapchat, your personal data will be processed outside the EU/EEA.

When your personal data is transferred to the USA, this is done with the support of a so-called adequacy decision from the EU Commission according to art. 45 of the GDPR, which is called the [EU-US Data Privacy Framework](#). This means that the EU Commission has assessed that the USA has an adequate level of protection with regard to the businesses that have certified themselves under the EU-US Data Privacy Framework. Google, Meta and Microsoft are certified according to the EU-US Data Privacy Framework. On the Data Privacy Framework [website](#) you can find information about the suppliers that are certified.

In some cases, we use service providers who in turn transfer your personal data outside the EU/EEA to a country that lacks an adequacy decision or where the service provider is not certified according to, for example, the EU-US Data Privacy Framework, with regard to the USA. Our providers will then transfer your personal data in accordance with the EU Commission's standard contractual clauses (art. 46.2 (c) of the GDPR). In these standard contractual clauses, different modules can be used depending on the role of the person transferring the personal data and the role of the person receiving the personal data. Most often, module 3 of the standard contractual clauses will be used (processor to processor) and otherwise module 1 (controller to controller) or module 2 (controller to processor). You can find the standard contractual clauses [here](#). In cases where legislation or similar in the country outside the EU/EEA in which the recipient of the personal data operates affects how the standard contractual clauses are intended to function, we/our suppliers will take additional protective measures to ensure adequate protection of your personal data.

If you would like more detailed information about the transfer of personal data outside the EU/EEA, please [contact us](#).

What rights do you have in regards to how we process your personal data?

Under the EU General Data Protection Regulation (GDPR), you have certain rights regarding the processing of your personal data. We have outlined which rights you have and what they mean below. If you have any questions about your rights or would like to exercise any of your rights, please contact us using the contact details [above](#).

Right to complain – Article 77 of the GDPR

You have the right to *file a complaint* with the competent supervisory authority if you believe that the processing of your personal data violates the GDPR.

Right to withdraw consent – Article 7.3 of the GDPR

You have the right to *withdraw your consent* at any time by [contacting us](#).

Right of access (“right to register access”) – Article 15 of the GDPR

You have the right to receive confirmation as to whether or not we are processing your personal data. You can submit a request by [contact us](#). If we are processing your personal data, you also have the right to receive a *copy of the personal data* we are processing as well as *information about the processing*, such as the purposes of the processing and how long the data will be stored.

Right to object – Article 21 of the GDPR

You have the right to *object* at any time to the processing of your personal data for direct marketing (including any profiling) and to the processing of your personal data based on a [balancing of interests](#).

Right to rectification – Article 16 of the GDPR

You have the right to *have inaccurate personal data concerning you corrected* without undue delay. You also have the right to have *complete incomplete personal data*.

Right to erasure (“right to be forgotten”) – Article 17 of the GDPR

Under certain circumstances, you have the right to *have your personal data deleted by us* without undue delay. For example, if you [withdraw your consent](#) and there is no other legal basis for the processing or if the personal data is no longer necessary for the purposes for which it was collected or processed.

Right to restriction of processing – Article 18 of the GDPR

Under certain circumstances, you have the right to demand that we *restrict our processing* of your personal data. For example, if you dispute the accuracy of the data, or if the processing is unlawful and you object to the deletion of the personal data but instead request that the use of the data be restricted.

Right to data portability – Article 20 of the GDPR

If we process your personal data based on your consent or for the performance of a contract, you have the *right to obtain the personal data concerning you*. This right applies to data that you have provided to us in a structured, commonly used and machine-readable format. You also have the right to *transmit this personal data* to another controller, where technically feasible.

Detailed description of how we process your personal data

Here we describe in more detail why we process your personal data, what data we process and for how long we process your personal data. Please note that the column below only indicates how long we process the data for the purpose stated in the same row. The same data may be stored for a longer period for a different purpose.

In the third column, you can also read about the legal basis we have for processing your data legally in accordance with the EU General Data Protection Regulation (GDPR).

When you initiate a purchase with us without completing it

For what purposes do we process your personal data?	What personal data do we process?	What is the legal basis for the processing?	How long do we process your personal data for this purpose?
<p>To save your items in your shopping basket if you have abandoned it and to access it on the same device if you visit us online again.</p> <p>So that you can access items you have added to your shopping basket on another device if you visit us online again, but from a different device.</p>	<p>A hash (text ID) of your email address you provided when you initiated the purchase and information about the items you left in your shopping basket.</p> <p>If you are logged in to your account with us, the information is linked to your account.</p>	<p>Our legal basis for the processing is our legitimate interest in making it as easy and convenient as possible for you to purchase the item or items that you have shown interest in by adding them to your shopping basket.</p>	<p>The data is processed from the time you add goods to your shopping basket until you make a purchase with us, for a maximum of three days from the time you add the goods to your shopping basket.</p>

When you shop with us			
For what purposes do we process your personal data?	What personal data do we process?	What is the legal basis for the processing?	How long do we process your personal data for this purpose?
<p>So that we can know who we have entered into an agreement with, deliver the goods to you, confirm your purchase via email in accordance with applicable consumer legislation and otherwise administer your purchase.</p> <p>This includes delivering your order, including sharing your personal data with carriers.</p>	<p>Name, postal address and email address, customer number.</p> <p>Order information, such as which product you have ordered.</p>	<p>The processing is necessary to fulfill our agreement with you and for us to comply with consumer law.</p>	<p>The data is processed until the purchase is completed and the goods are delivered to you.</p>
<p>To fill in the information needed to complete your purchase for you.</p>	<p>Email and postal address.</p>	<p>The processing is carried out with the support of our legitimate interest in streamlining and facilitating the experience of those who have been customers for the past 36 months.</p>	<p>Your data will be processed for this purpose for 36 months from the date you make a purchase.</p>
<p>To enable your payment.</p> <p>We use a payment service provider to handle your payment and conduct any credit checks to assess your ability to pay.</p> <p>We do not handle your payment or assess your creditworthiness; we simply ensure from a technical standpoint that you are able to pay for the purchase through the use of a payment service provider.</p>	<p>We do not process any personal data; we simply receive confirmation from the payment service provider that payment has been made.</p>	<p>Such processing is necessary to fulfill our agreement with you.</p>	<p>The data is processed until the payment is completed and is saved only by the payment service provider and not by us.</p>

<p>So that we (and/or the shipping company we use) can send your goods and notify you that the delivery has been sent or delivered, and so that you can track your shipment during transport.</p>	<p>Name, postal address, email address, mobile phone number (if you have chosen to receive SMS notifications), order number and package number.</p>	<p>Such processing is necessary to fulfill our agreement with you.</p>	<p>The data is processed until we have shipped your goods or until the goods have been delivered/collected at your delivery location (depending on the shipping method).</p>
<p>To enable you to cancel your purchase or exchange the goods you have purchased and for us to comply with mandatory consumer legislation, e.g. to refund your compensation when exercising the right of return using the same payment method as when purchasing.</p>	<p>Name, postal address, telephone number, email address and information about the purchase, such as the order confirmation and payment method.</p> <p>When exercising your right of return or exchange, the information you provided when exercising your right of return or exchange is also saved.</p>	<p>The processing is necessary to fulfill our agreement with you and for us to comply with consumer law.</p>	<p>The data is processed from the time you make your purchase and for two months thereafter in order to ensure that we always comply with consumer law legislation regarding, among other things, the right of return.</p> <p>If you exercise your right of return or exchange a product, we will process your data until we have made a decision on the right of return/exchange and carried out any exchange or refund.</p>
<p>To be able to handle any claims against us, e.g. in the event of complaints.</p>	<p>Name, postal address, telephone number, email address, information about your purchase and information from our communication with you in connection with your claim (e.g. time of purchase and why you want to register a complaint).</p>	<p>The processing is necessary for us to act in accordance with consumer law and is carried out on the basis of our legitimate interest in being able to defend ourselves in the event of a possible legal claim.</p>	<p>The data is processed from the time you submit your claim and is processed as long as the process regarding the claim is ongoing. If we deny a claim, we always save information about it for one year in case you choose to have your case heard by the General Complaints Board.</p>
<p>To collect unpaid payments.</p>	<p>Contact information, your order confirmation and your social security number.</p>	<p>Such processing is necessary for the fulfillment of the agreement.</p>	<p>The data is saved until you have completed your payment.</p>
<p>To comply with accounting legislation.</p>	<p>History of payments made, transactions, etc. that constitute accounting material.</p>	<p>Such processing is necessary to comply with mandatory law, i.e. the Accounting Act.</p>	<p>The data is processed for seven years in accordance with the Accounting Act.</p>

<p>To handle your case when you are in contact with our customer service, e.g. via chat, email or telephone.</p> <p>If you contact us via the chatbot on our website, we will share your personal data with Kindly, the provider of the chatbot.</p>	<p>Email address, telephone number and the information you provide to us about, for example, your purchase.</p>	<p>Our legal basis for processing is our legitimate interest in helping you with your case.</p>	<p>The data is processed from the time you contact our customer service until we have helped you with your case.</p>
<p>To be able to troubleshoot our system in the event of suspected fraud or when something has gone wrong with your payment or order.</p>	<p>Name, postal address, telephone number, email address, IP address and chosen payment method.</p> <p>In cases where you have provided us with your social security number or customer number, we also process that information.</p>	<p>Our legal basis for the processing is our legitimate interest in troubleshooting our system to help you if something has gone wrong with your order or payment, or if we suspect fraud.</p>	<p>The data is processed from the time you make a purchase and up to three years in the future.</p>

<p>When you choose to have an account with Cellbes online</p>			
<p>For what purposes do we process your personal data?</p>	<p>What personal data do we process?</p>	<p>What is the legal basis for the processing?</p>	<p>How long do we process your personal data for this purpose?</p>
<p>When you create an account with us, we process your information for the purpose of activating, administering and providing your account and informing you if we update our terms and conditions and our privacy policy.</p>	<p>Name, customer number, postal address, telephone number, email address and purchase history.</p>	<p>If you choose to create an account with us, such processing is necessary to fulfill our agreement with you.</p>	<p>The data is processed from the time you choose to create your account until you amend the information or choose to close your account.</p>

<p>To fill in the information needed to complete your purchase for you so that you don't have to do it every time you shop online with us.</p>	<p>Name, postal address, telephone number, email address and information about your payment history and payment method.</p>	<p>Such processing is necessary to fulfill our agreement with you.</p>	<p>The data is processed as long as you have your account.</p>
<p>To send you information about your shopping basket via email if you leave our website without completing your purchase.</p>	<p>Name and email address, as well as information about which items you have added to your shopping cart on our website.</p>	<p>Our legal basis for the processing is our legitimate interest in being able to send members of our customer club, who have been given an opportunity to opt out of direct marketing, reminders about products left in their shopping basket.</p>	<p>The data is processed as long as you have your account.</p> <p>If you choose to opt out of receiving communications from us, your personal data will be stored in our “opt-out” register until further notice.</p>
<p>So that you can see your active and previous orders.</p>	<p>Order history, such as what you ordered.</p>	<p>Such processing is necessary to administer your account when you have chosen to have one and thereby to fulfill our agreement with you.</p>	<p>The data is processed as long as you have your account.</p>
<p>To provide you with tailored marketing across various digital channels, such as Facebook, Instagram and YouTube, to those of you who have chosen to have an account with us.</p> <p>To do this, we share your personal data with the provider of the digital channel where you see our marketing, such as Google and Meta.</p>	<p>Email address and certain information about you and your online behavior collected via the digital channels.</p>	<p>Our legal basis for the processing is our legitimate interest in sending you marketing that is tailored to you.</p>	<p>The data is processed for 36 months from the date you signed up to receive digital marketing.</p> <p>If you choose to opt out of digital marketing from us, your personal data will be stored in our “opt-out” register until further notice.</p>

When you visit our website

For what purposes do we process your personal data?	What personal data do we process?	What is the legal basis for the processing?	How long do we process your personal data for this purpose?
<p>To analyze how you use our website. We do this to improve the functionality of the website, to adapt the website to suit our visitors and to be able to draw conclusions about our visitors.</p> <p>To do this, we use analytics services from Google Analytics and Microsoft Clarity, which means that a random ID is used to distinguish your device from that of other visitors and to confirm patterns in how our website is used.</p> <p>We are only interested in how visitors interact with us on a general level. We at Cellbes do not know who you are and do not take any action to find out.</p>	<p>Encrypted version of your IP address that we at Cellbes cannot connect to you as an individual</p> <p>Information about how you use the website, such as what you click on</p> <p>Which area of the country you are using our website from</p> <p>How many times you have visited the website, which gives us the basis for counting the total number of visitors to the website</p> <p>Information about your device/browser, for example, your screen resolution</p> <p>How long you stay on the website</p> <p>Other information that these providers have about you, such as information about which website or other channel you found us from</p>	<p>Consent that you have provided to us.</p> <p>You have the right to withdraw your consent at any time. Your withdrawal of consent does not affect the lawfulness of processing before the consent was withdrawn.</p> <p>You can avoid Google Analytics by, for example, downloading and installing this browser program.</p>	<p>Personal data is stored for up to one year after your visit to our website.</p>
<p>To market our products by displaying offers and new products we think are interesting to you on other websites and social media that you visit.</p> <p>We use marketing services from Google, Meta (Facebook och Instagram), Microsoft och Snapchat. We do this based on analysis of our website, as well as information that these</p>	<p>Encrypted version of your IP address that we at Cellbes cannot connect to you</p> <p>Which area of the country you are using our website from</p> <p>Information about how you interact with our website or advertisements. For example, information about which pages you visited after clicking on our advertisement and analysis of how and when you use our website, for example if</p>	<p>Consent that you have given us.</p> <p>You have the right to withdraw your consent at any time. Your withdrawal of consent does not affect the lawfulness of processing before the consent was withdrawn.</p> <p>Here you can make choices about the marketing you see from Google and</p>	<p>You will continue to see marketing from us for 12 months after your visit to our website.</p>

<p>parties already have about you.</p> <p>Marketing is tailored to you based on information that the marketing services already have about you and based on your previous browsing history with us. This means that there is profiling* of your browsing history.</p>	<p>you add something to your shopping basket, make a purchase or search for something</p> <p>Information that the marketing services already have about you, for example from which website you found us</p>	<p>here for Microsoft. Here you will find more information about your choices on Instagram and here on Facebook under the heading ad settings you can choose which marketing you want to see on Facebook. Here you can read more about your choices on Snapchat.</p>	
<p>To show you customized ads and product recommendations from us when you visit other websites and social media that collaborate with Criteo. This is done through so-called retargeting, where we show you products that you have viewed on our site, similar products, or products that other customers who have purchased the same product have also purchased. The marketing is customized based on your browsing history with us and information about unfinished purchases. This means that your browsing history is profiled*.</p>	<p>Encrypted version of your IP address that we at Cellbes cannot connect to you specifically</p> <p>Information about which products you viewed on our website</p> <p>Information about products you added to your basket</p> <p>Information about your browsing behavior on our website, for example if you add something to your shopping cart, make a purchase or search for something</p> <p>Information that the marketing services already have about you, for example from which website you found us</p>	<p>Consent that you have provided to us.</p> <p>You have the right to withdraw your consent at any time. Your withdrawal of consent does not affect the lawfulness of the processing before the consent was withdrawn.</p> <p>Here you can make choices about the marketing you see via the Criteo service.</p>	<p>You will see marketing from us via Criteo for 13 months after your visit to our website.</p>
<p>To track where traffic to our website comes from through our Adtraction service and to be able to pay commissions to the partners (e.g. bloggers, sites and other publishers) who drive traffic to us.</p> <p>When you click on a link from one of our partners and then make a</p>	<p>A unique identifier (ID string) that is linked to your device, as well as information about the order value when making a purchase</p>	<p>Our legal basis for the processing is our legitimate interest in being able to pay correct commission to the partners who drive traffic to our website.</p>	<p>The data is processed from the time you click on a partner link and visit our website until the purchase is completed and commission is paid, for a maximum of 7 days.</p>

purchase with us, your transaction is linked to the correct partner so that they can get paid for referring you to us.			
To offer you a feature that allows you to save your “favorited” products.	Information about your “favorited” products.	Our legal basis for the processing is our legitimate interest in being able to offer you a feature to save your favorite products.	We don’t save the information.
<p>To ensure that the website functions satisfactorily and securely.</p> <p>To remember your choices on the website, such as your consent.</p> <p>We and our suppliers do not track how you use the website, this is done automatically through technical functions.</p>	<p>Encrypted version of your IP address that we at Cellbes cannot connect to you specifically</p> <p>Information about how to use the website</p> <p>Information about your choices</p>	Our legal basis for the processing is our legitimate interest in providing a well-functioning and secure website.	<p>The personal data collected using cookies for the website's functionality is saved for one year.</p> <p>The personal data collected using cookies to remember your choices is stored in Cookiebot after you have made your consent choice.</p>
<p><i>In order to collect personal data when you visit the website as described above, we use cookies and similar technologies. In our information about cookies, which you can find on our website, we explain in more detail how this works.</i></p> <p><i>To avoid cookies, you can also adjust your browser settings.</i></p>			

*Profiling: Your personal data is used in so-called profiling that the marketing services use to show you the offers that they and we believe are suitable for you and to provide customized marketing. Profiling is done because we would otherwise not have been able to show relevant offers and marketing to you, otherwise you would have instead seen offers that are not relevant to you. You have the right to object to profiling. You can read more about your right to object below where your rights are explained in detail.

To communicate with you and provide you with information and offers tailored to you			
For what purposes do we process your personal data?	What personal data do we process?	What is the legal basis for the processing?	How long do we process your personal data for this purpose?

<p>To send newsletters, SMS notifications, mailouts with information and offers to customers who have made a purchase.</p>	<p>Email address, telephone number and/or address (depending on whether you have chosen to opt out of marketing via any channel).</p>	<p>Our legal basis for the processing is our legitimate interest in sending marketing to those who have made a purchase with us, unless you have chosen to opt out of such marketing.</p>	<p>We will send mailouts by post for 36 months from the date you made your purchase.</p> <p>We will send newsletters and SMS notifications for 24 months from the date you made your purchase.</p> <p>If you choose to opt out of receiving mailouts from us, your personal data will be stored in our “opt-out” register until further notice (see the last line in this table).</p>
<p>To send newsletters via email and SMS with information and offers to those of you who have registered that you want to receive our newsletter.</p>	<p>Email address and telephone number.</p>	<p>Consent that you have provided to us.</p>	<p>The data is processed as long as you have your account.</p> <p>If you choose to opt out of receiving communications from us, your personal data will be stored in our “opt-out” register until further notice (see the last row in this table).</p>
<p>To tailor the content of our marketing communications that you have agreed to receive, so that you receive offers and information about products that you may be interested in.</p> <p><i>We will collect your information using cookies and similar technologies. You can read more about our use of cookies here.</i></p>	<p>Contact information (e.g. email address and postal address), purchase history, behavior on our website and which links in our newsletter you click on.</p>	<p>Our legal basis for the processing is our legitimate interest in being able to provide you with customized information and offers.</p>	<p>The data is processed from the time you make a purchase or create an account and for 24 months thereafter.</p>
<p>To improve and develop our various mailouts (including newsletters), we analyze how you open our mailouts and what you click on therein.</p> <p>We also share your personal data with Voyado whose tools we use to analyze how you</p>	<p>IP address, email address, information about how you open our mailouts and what you click on therein.</p>	<p>Our legal basis for the processing is our legitimate interest in improving and developing our various mailouts.</p>	<p>The data will be processed for 36 months from the date you receive the mailout.</p> <p>If you choose to opt out of receiving mailouts from us, your personal data will be stored in our “opt-out” register until further notice (see the last row in this table).</p>

<p>open our mailouts and what you click on therein.</p> <p>However, we do not perform such analysis on an individual level and therefore do not look at how you interact with our newsletters.</p> <p><i>We will collect your information using cookies and similar technologies. You can read more about our use of cookies here.</i></p>			
<p>To send market research surveys to those of you who have made a purchase.</p>	<p>Name and email address.</p>	<p>Our legal basis for the processing is our legitimate interest in being able to send market research surveys to you.</p>	<p>The data is processed during the process required to send you the market research survey. We do this for a maximum of 24 months after you have made a purchase.</p> <p>If you choose to opt out of receiving mailouts from us, your personal data will be stored in our “opt-out” register until further notice (see the last row in this table).</p>
<p>To ensure that the information we have about you when we communicate with you is accurate, we coordinate your contact information with an updated database.</p>	<p>Contact information, such as name, postal address and email address.</p>	<p>Our legal basis for the processing is our legitimate interest in ensuring that, for example, our mailouts are sent to the correct recipient and maintaining good record keeping.</p>	<p>The processing is carried out as long as you have an account with us or receive marketing from us, normally 36 months from the time you make a purchase or longer if you have chosen to keep your account.</p>
<p>To comply with the Marketing Act, we process your personal data if you have indicated that you do not wish to receive marketing or if you have withdrawn your consent to marketing. In such cases, we will store your email address in an “opt-out” register to ensure</p>	<p>Email address and, where applicable, telephone number.</p> <p>Information that you no longer wish to receive marketing from us or that you have withdrawn your consent to marketing.</p>	<p>The processing is necessary to fulfill our obligation under the Marketing Act to ensure that you do not receive mailouts that you have asked not to receive.</p>	<p>Your email address will remain in our “opt-out” register until you ask us to remove your email address from there.</p>

<p>that we do not market to you.</p> <p>This is not personal data that we actively process, so we do not look at your email address and do not use it for anything other than ensuring that you do not receive marketing from us.</p>			
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So that we can develop and become even better through analysis			
For what purposes do we process your personal data?	What personal data do we process?	What is the legal basis for the processing?	How long do we process your personal data for this purpose?
To analyze how we can improve our services and offering to our customers.	Purchase history, name and social security number.	Our legal basis for the processing is our legitimate interest in ensuring that we can create an even better service for you and other customers.	The data is processed from your purchase until it is shared with the supplier who performs the service for us for a maximum of 36 months from the date of your purchase.

How have we balanced our interests when the legal basis is our legitimate interest?

For certain purposes, Cellbes processes your personal data with our legitimate interest as the legal basis for the processing. We do this based on a balancing of interests whereby we have assessed that our legitimate interest in carrying out the processing outweighs your interest and your fundamental rights not to have your personal data processed.