

Integrity policy

Effective date: May 25, 2018

Last updated: May 24, 2018

Welcome to the Le Agency Sweden AB,
(hereinafter, "Le Agency," "Company," "us," "our," or "we")
Privacy Policy (the "Policy").

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Brands:

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1. Introduction

This policy explains how Le Agency Sweden AB collect, use, disclose, and protect Data Subjects' information as part of the Service in accordance with data-protection laws in the EU, EEA, and Switzerland (collectively the "Data Protection Laws").

By accessing and using the Service, you signify your acceptance to the terms of this Policy. If you do not agree with or you are not comfortable with any aspect of this Policy you should immediately discontinue using our services.

2. Personal data which we collect about you

Personal data, or personal information

Means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

Identity Data

Includes title, first name, last name, username or similar identifier and an encrypted version of your login/password. If you interact with us through social media, this may include your social media user name.

Contact Data includes billing address, delivery address, email address and telephone numbers.

Transaction Data

Includes details about payments (if using one of our transactional websites) to and from you and other details of products and services you have purchased from us.

Profile Data

Includes your username and password, purchases made by you, preferences, feedback and survey responses, as well as any profile data which we have added (for example, using analytics and profiling).

Technical Data

Includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

Usage Data

Includes information about how you use our website, products and services.

Tracking Data

Includes information we or others collect about you from cookies and similar tracking technologies, such as web beacons, pixels, and mobile identifiers.

Marketing and Communications Data

Includes your preferences in receiving direct marketing from us and our third parties and your communication preferences.

3. How is your personal data collected?

We use different methods to collect data from and about you including through:

Direct interactions.

You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or through or social media.

This includes personal data you provide when you:

- sign up to receive newsletters;
- make enquiries or request information be sent to you;
- create an account on our website (if possible);
- order our products or services;
- ask for marketing to be sent to you;
- engage with us on social media;
- enter a competition, promotion or survey;
- contact customer services; or
- leave comments or reviews on our products or services

Automated technologies or interactions.

As you interact on our websites, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We may also collect Tracking Data when you use our website, or when you click on one of our adverts (including those shown on third party websites).

Third parties or publicly available sources.

We may receive personal data about you from various types of third parties, including:

- Technical Data and/or Tracking Data from analytics providers, advertising networks and search information providers;
- Contact, Financial and Transaction Data from providers of payment and fraud prevention services;
- Identity and Contact Data from data partners; and
- Data from any third parties who are permitted by law or have your permission to share your personal data with us, such as via social media or review sites We will only use your personal data when the law allows us to.

4. How we use your personal data

- Where we need to perform the contract we are about to enter into or have entered into with you. For example, when you purchase our products.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation. For example, keeping records of our sales for tax compliance.

Generally, we do not rely on consent as a legal basis for processing your personal data other than where the law requires it, for example in relation to sending certain direct marketing communications. Where our legal basis is consent, you have the right to withdraw consent any time.

5. Purposes of processing

Under the Data Protection Laws, we are required to notify you about our purposes of processing your Personal Information, as well as the legal basis for such processing.

Unless otherwise permitted by law, we may process your Personal Information:

- If you consent to the processing
- To satisfy our legal obligations
- If it is necessary to carry out our obligations arising from any contracts we entered with you or to take steps at your request prior to entering into a contract with you
- In the public interest
- In your vital interests, or
- For our legitimate interests, such as to protect our property, rights, or the safety of Le Agency, our customers, or others

a. To ensure network and information security.

- Enhance the security of our Services
- Combat spam or other malware or security risks
- Monitor and verify identity or service access
- To comply with applicable security laws and regulations
- Without processing your Personal Information, we may not be able to ensure the security of our Services.

Legal basis

- Processing is necessary for compliance with a legal obligation.

b. To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us

Type of data

- Identity
- Contact
- Financial
- Transaction
- Marketing and Communications

Legal basis

- Performance of a contract with you
- Necessary for our legitimate interests (including to recover debts due to us)

c. To provide service communications.

- Notifying you about changes to our terms or privacy policy
- Asking you to leave a review or take a survey

Type of data

- Identity
- Contact
- Profile
- Marketing and Communications

Legal basis

- Performance of a contract with you
- Necessary to comply with a legal obligation
- Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)

d. To provide customer service.

When you contact our customer service channel, we process your Personal Information to respond to your questions, disputes, feedback, or issues with our Services. We may process your Personal Information in response to another customer's request, as relevant. Without processing your Personal Information for such purposes, we cannot respond to your requests.

Legal basis

- Processing is necessary for the performance of a contract to which the Data Subject is party or to take steps at the request of the Data Subject prior to entering into a contract

e. For research and development purposes.

We process your Personal Information to better understand you and the way you use and interact with our Services. For example, interaction data can provide helpful insights that assist us with measuring, customizing, or improving current Services. In addition, such information can help us develop new Services for your enjoyment. Without such processing, we cannot ensure your continued enjoyment of our Services.

Legal basis

- Processing is necessary for the purposes of the legitimate interests pursued by Le Agency.

f. To facilitate acquisitions, mergers, or other business transactions

We may process any of your Personal Information as is necessary in the context of acquisitions, mergers, or other business transactions.

Legal basis

- Processing is necessary for the purposes of the legitimate interests pursued by Le Agency.

g. To engage in marketing activities.

We may send you marketing communications from time to time. Such marketing communications may contain information about our events, partner events, or promotional offers. We may use your interaction and/or transaction data to provide you with targeted marketing communications. You can opt out of our marketing communications at any time.

Type of data

- Identity
- Contact
- Profile
- Usage
- Marketing and Communications
- Tracking
- Technical

Legal basis

- Processing is based Processing is necessary for the purposes of the legitimate interests pursued by Le Agency. For most direct marketing communications, we rely on consent, however there are situations in which it is in our legitimate interests to use your personal

data in this way

6. For how long do we store personal data?

We store personal data as long as needed for keeping our commitments and contracts with you, or as long as it takes to apply to applicable laws.

When we save personal data for other purposes, such as marketing, we save the data for as long as we need to fulfill the purpose. We do keep our registers updated and you can get your personal data deleted at any time.

For purchases we need to store a copy with transactional details for 7 years, due to booking laws.

7. Third party recipients

Le Agency conducts the majority of data processing activities required to provide you with the Services. However, we do engage third-party service providers to assist with supporting our Services, including vendors in the following areas:

- Credit card or payment processors
- Cloud storage providers
- Customer support tools
- Product development tools
- IT and security service providers, and
- Marketing or analytics tools

Each service provider is vetted and bound by contractual obligations that are equivalent to the provision of this Policy or more stringent. See the “Accountability for Onward Transfers” section below for more information about our agreements with third parties.

8. Retention

We are committed to keeping your Personal Information secure on our Services. We limit our storage of your Personal Information to the amount of time necessary to fulfil the purposes for which we collected the Personal Information, including for the purposes of satisfying any legal, accounting, or reporting obligations, or to resolve disputes. Although retention laws and requirements vary by jurisdiction, we have some standard retention periods for parts of your Personal Information which are described below:

Contact information collected for marketing purposes, such as your name and email address, is retained on an ongoing basis until you unsubscribe from our marketing communications. Thereafter we will add your contact information to our suppression list indefinitely to respect

your unsubscribe request.

Browser interaction data, such as cookies and trackers, is kept for a period of up to one year from expiry of the cookie or date of collection.

If you have questions about retention periods that apply to any other data, please contact us at hello@leagency.com

9. Accountability for onward transfer

Le Agency complies with the Privacy Shield Principles and the Data Protection Laws for all onward transfers of Personal Information from the EU, EEA, and Switzerland, including the onward transfer liability provisions.

In certain situations, we may be required to disclose your Personal Information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements, to comply with a judicial proceeding or court order, or as otherwise required by law.

10. Direct marketing

Direct marketing includes any communications to you that are only based on advertising or promoting products and services. Transactional communications about your account or our Services are not considered “direct marketing” communications.

We will only contact Customers by electronic means (including email) based on our legitimate interests or the Customer’s consent. When we rely on legitimate interest, we will only send you information about our Services that are similar to those which were the subject of a previous sale or negotiations of a sale to you.

If you do not want us to use your Personal Information in this way, or to pass your Personal Information on to third parties for marketing purposes, please go to the email settings for your account to opt out, click an unsubscribe link in your emails, or contact us at hello@leagency.com. You can object to direct marketing at any time.

11. Your rights

You have the rights to your Personal Information that are described below. You can exercise your rights by contacting us at hello@leagency.com so that we may consider your request under applicable law. When we receive an individual rights request via email, we may take steps to verify your identity before complying with the request to protect your privacy and security.

Right to withdraw consent.

When we rely on your consent for processing of your Personal Information, you have the right to withdraw your consent at any time. However, the withdrawal of your consent will not affect the lawfulness of Le Agency's processing based on consent before your withdrawal.

Right of access to and rectification of your Personal Information. You have a right to request a copy of your Personal Information stored with Le Agency. We will provide a copy to you without undue delay subject to some fee associated with gathering of the information (as permitted by law). We may limit or deny your request if providing you with a copy could adversely affect the rights and freedoms of others. You may also request us to correct or update any inaccurate Personal Information stored by us.

Right to erasure (or, "The right to be forgotten").

You have the right to request erasure of your Personal Information that: (a) is no longer necessary in relation to the purposes for which it was collected or otherwise processed; (b) was collected in relation to processing that you previously consented to, but no longer consent to; or (c) was collected in relation to processing activities to which you object, and there are no overriding legitimate grounds for our processing. Your right to erasure is subject to limitations by relevant Data Protection Laws.

Right to data portability.

If we process your Personal Information based on a contract with you or based on your consent, or the processing is carried out by automated means, you may request to receive your Personal Information in a structured, commonly used, and machine-readable format, and to have us transfer your Personal Information directly to another data controller, where technically feasible, unless exercise of this right adversely affects the rights and freedoms of others.

Right to restriction of processing.

You have the right to restrict our processing of your Personal Information where one of the following applies:

1. You contest the accuracy of your Personal Information that we processed. In such instances, we will restrict processing during the period necessary for us to verify the accuracy of your Personal Information.
2. The processing is unlawful and you oppose the erasure of your Personal Information and request the restriction of its use instead.
3. We no longer need your Personal Information for the purposes of the processing, but it is required by you to establish, exercise, or defend legal claims.
4. You have objected to processing, pending the verification of whether the legitimate grounds of Le Agency's processing override your rights.

12. Limitations to your rights

Your rights to your Personal Information are not without limits. Access may be denied when:

- Denial of access is required or authorized by law
- Granting access would have a negative impact on other's privacy
- Doing so protects our rights and properties, or
- Where the request is frivolous or vexatious

13. International transfers

Whenever we transfer your personal data out of the EEA, we will comply with applicable data protection law. Some of the mechanisms we may choose to use when undertaking an international transfer are:

- The transfer of your personal data is to a country that has officially been deemed to provide an adequate level of protection for personal data by the European Commission.
- We may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe (called the "EU Model Clauses").

14. Complaints to the supervisory authority

Anyone who considers that there is an incorrect handling of personal data may make complaints to the Data Inspection / Privacy Authority, which is responsible for supervision under applicable data protection legislation.

Datainspektionen
Box 8114
104 20 Stockholm
www.datainspektionen.se

15. Children's data

We recognize that some Data Protection Laws vary based on the age of consent. We do not knowingly request to collect Personal Information from any Data Subject under the age of consent as defined by the jurisdiction in which the Data Subject resides. We will take steps to delete the information as soon as possible, unless it conflicts with current law. Please notify us if you know of any individuals under the age of consent using our Services.

16. Changes to this Policy

We may change this Policy at any time and the changes will apply to any Personal Information we already hold and to any new Personal Information collected after the change occurs. We encourage you to periodically review this page for the latest information on our privacy practices. Your continued use of our Services after the effective date of this Policy constitutes

an acceptance of the amended terms. You may refer to the “Last Updated” date of this Policy to determine if the Policy has changed since the date of your last visit.

17. Contact us

If you have any questions regarding this Policy or about the privacy practices of Le Agency, please contact us by email at hello@leagency.com, or at:

Le Agency
Klarbärsvägen 40
591 50 Motala

