



January, 2021

# THE PROCESS



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Created by: Linn Nilsson, GDPR Officer, P&B  
Approved by: Anki Davidson, CEO, P&B



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### GDPR - GENERAL DATA PROTECTION REGULATION

In accordance with the rules and regulations by the EU General Data Protection Regulation (GDPR) we ask you to read the P&B – Presentation & Branding AB Terms and Privacy Policy.

### P&B – PRESENTATION & BRANDING AB TERMS & PRIVACY POLICY – PRIVACY STATEMENT

P&B – Presentation & Branding AB are committed to protect and respect privacy in compliance with EU General Data Protection Regulation (GDPR) 2016/679, dated April 27<sup>th</sup>, 2016. This privacy statement explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure. This Privacy Statement applies to the use of our Database to communicate directly to about opportunities and general information related to the activities of the Clients of P&B and the activities of P&B.

### WHO ARE WE?

We are the friendly and personal B<sub>2</sub>B Marketing Agency with unique experience and background. In our Agency, we have 25 highly skilled people experienced in Global Brand Management, Strategic Management and Stunning Exhibition Design. We excel in their execution and implementation. We always tailor a team with relevant expertise for delivering optimal results and above expectations. We are agile and unique – and that's how we create better value for you!

### OUR CORE VALUES

#### LONG-TERM PARTNERSHIP

Our team take pride in working very closely with our customers and our partners. We share a personal responsibility to maintain our customers' loyalty and trust working together on our long- term partnership.

#### PERSONAL ENGAGEMENT

This is how we gain trust from each other and ensure mutual success. Our goal is your recognition of us as a trust-worthy sustainable and reliable partner. A partner that always creates better value for you.

#### TEAMWORK EXCELLENCE

People matter more than anything. We show this by taking care of each other and those we work for. Challenge each other and push boundaries to deliver above expectations. To give more than we take.

The registered office address is in Sweden, Löddeköpinge. Our Data Protection Officer can be contacted by email [GDPR@PB2B.Agency](mailto:GDPR@PB2B.Agency)



### WHEN DO WE COLLECT PERSONAL DATA?

- When somebody is signing up for our Activities
- When the individual interacting with us in person, through correspondence, by phone, by social media, Online Store or through our website

### WHY DO WE COLLECT AND USE PERSONAL DATA?

We collect and use personal data mainly to communicate with individuals to keep them updated about the Clients and P&B's activities. We also collect data about certain topics related to their daily job by sending out Surveys.

### WE MAY USE YOUR INFORMATION FOR THE FOLLOWING PURPOSES

Send communications about certain topics or certain products such as Newsletter which the individual has requested. These may include information about Events, Conferences, Clients activities, Online Stores and promotions of our associated partners' such as therapies, products and services. This communication is subscription based and requires the individual consent.

Send information about services that you have required. Perform direct activities in cases where legitimate and mutual interest is established. Provide you content and venue details on a webinar or event you signed up for.

Reply to a 'Contact me' or other web forms 'you' have completed on our website or via other channels such as social media.

Follow up on incoming requests. Provide you with access and services related to the Companies activities. Perform contractual obligations such as order confirmation, invoices, reminders and similar. The contract may be with a Client of P&B directly or with a partner of P&B or the Client. Notify you about any disruption. Contact you to conduct surveys about your opinion on certain topics and services. Process a job application / vacancy.

### OUR LEGAL BASIS FOR COLLECTING PERSONAL DATA

The collection of personal data based on consent from the data subject will be done by using "Consent Forms" that will store documentation related to the consent given by the individual. Individual consents will always be stored and documented in our systems.



### COLLECTING PERSONAL DATA BASED ON CONTRACTS

We use personal information for fulfilling our obligations related to contracts and agreements with partners, clients and suppliers.

### COLLECTING PERSONAL DATA BASED ON LEGITIMATE INTEREST

We may use personal data if it is considered of legitimate interest, and if the privacy interests of the data subjects do not override this interest. Normally, to establish the legal basis for data collection, an assessment has been made during which a mutual interest between P&B, Client and the individual person or company has been identified. This legal basis is primarily related to our communication purposes. We will always inform individuals about their privacy rights and the purpose for collecting personal data.

### WHAT TYPE OF PERSONAL DATA IS COLLECTED?

We collect name, phone number, title, address, country and email address, in addition to your hospital or company's name and contact information. We may also collect feedback, comments and questions received from you in service-related communication and activities, such as meetings, phone calls, documents, and emails. From our websites we may collect IP-address and actions taken on the site.

If you share photos or videos, add posts or comments, etc. on our Social Media Channels, the information can be read by anyone and used for purposes over which P&B, Client or you have no control off. Therefore, P&B is not responsible for any information you submit to the different Communication channels which our Clients are involved in.

If you apply for a position within P&B, we collect the data you provide during the application process.

### HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We store personal data for as long as we find it necessary to fulfil the purpose for which the personal data was collected, while also considering our need to answer your queries or resolve possible problems, to comply with legal requirements under applicable laws, to attend to any legal claims/complaints, and for safeguarding purposes.

This means that we may retain your personal data for a reasonable period after your last interaction with us. When the personal data that we have collected is no longer required, we will delete it in a secure manner. We may process data for statistical purposes, but in such cases, data will be anonymized.



## YOUR RIGHTS TO YOUR PERSONAL DATA

You have the following rights with respect to your personal data:

- The right to request a copy of your personal data that P&B holds about you
- Please contact [GDPR@PB2B.Agency](mailto:GDPR@PB2B.Agency)
- The right to request that P&B corrects your personal data if inaccurate or out of date
- The right to request that your personal data is deleted
- The right to withdraw any consent to personal data processing at any time. For example, your consent to receive e-marketing communication
- The right to object to the processing of personal data in case data processing has been based on legitimate interest and/or direct marketing

Any query about your Privacy Rights should be sent to [GDPR@PB2B.Agency](mailto:GDPR@PB2B.Agency)

## THE USE OF COOKIES AND BEACONS

We use cookies and web beacons ('Website Navigational Information') to collect information as you navigate the Website of P&B or other Websites or Online Stores which we are hosting and administrate. Website Navigational Information includes standard information from your web browser, such as browser type and browser language; your Internet Protocol ("IP") address; and the actions you take on P&B's websites, such as the web pages viewed and the links clicked.

This information is used to make the P&B's website work more efficiently, as well as to provide information to P&B, and to gather such personal data as browser type and operating system, referring page, path through site, domain of ISP, etc. for the purposes of understanding how visitors use a website. Cookies and similar technologies help us tailor our website to your personal needs, as well as to detect and prevent security threats and abuse. If used alone, cookies and web beacons do not personally identify you.

## DO WE SHARE YOUR DATA WITH ANYONE?

We do not share, sell, rent, or trade your information with any third parties without your consent, except from what is described below:

## THIRD-PARTY SERVICE PROVIDERS WORKING ON OUR BEHALF

We may pass your information on to our Clients, external partners and suppliers and other associated Associations with the purpose of them providing services to you on our behalf.



We work closely with various third-party providers to bring you the services designed to meet your extended needs related to our activities. When you enquire about or purchase services and products, the relevant third-party provider will use your details to provide you with information and carry out their obligations arising from any orders or contracts you have entered with them. In some cases, our third-party providers will be acting as data processors of your information and, therefore, we advise you to read their Privacy Policy and sign a Data Processing Agreement. These third-party providers will share your information with us, which we will use in accordance with this Privacy Statement.

### IF REQUIRED BY LAW

We will disclose your personal information if required by law or if we, as a Company, reasonably believe that disclosure is necessary to protect our Company rights and/or to comply with a judicial proceeding, court order or legal process. However, we will do what we can to ensure that your privacy rights continue to be protected.

### USE OF SUB-CONTRACTORS (PROCESSORS AND SUB-PROCESSORS)

We may use sub-contractors to process personal data on our behalf, we are responsible for making sure they commit themselves to adhere to this Privacy Policy and applicable data protection legislation by signing a Data Processing Agreement.

If the sub-contractor processes Personal Data outside the EU/EEA area, such processing must be in accordance with the EU Privacy Shield Framework, EU Standard Contractual Clauses for transfer to third countries, or another specifically stated lawful basis for the transfer of personal data to a third country.

If a new sub-contractor is signed or a change of sub-contractor is performed related to our activities, you will be notified in line with our Terms of Privacy Statement. A directory of approved sub-processors is part of our Data Processing Agreement.

### CHANGES TO P&B – PRESENTATION & BRANDING AB TERMS & PRIVACY POLICY – PRIVACY STATEMENT

P&B reserves the right to amend this Privacy Statement at any time. The applicable version will always be found on our website. We encourage you to check this Privacy Statement occasionally to ensure that you are happy with any changes.

If we make changes that significantly alter our privacy practices, we will notify you by email or post a notice on our website prior to the change taking effect.



# GDPR January 2021

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## YOUR RIGHT TO COMPLAIN WITH A SUPERVISORY AUTHORITY

If you are unhappy with the way in which your personal data has been processed, you may contact

[GDPR@PB2B.Agency](mailto:GDPR@PB2B.Agency)

A handwritten signature in black ink that reads "Anki Davidson".

Anki Davidson

CEO

P&B – Presentation & Branding AB