

GDPR Privacy Policy for Miclev

Your Personal Information

The privacy of our customers is of utmost importance to us, and the purpose of this policy is to clearly and transparently describe how we collect, use, transfer, and store your personal information. Miclev Medical Products AB, Org.Nr. 556412-8451 (hereafter referred to as Miclev), processes all personal data in accordance with the EU General Data Protection Regulation (GDPR). If you have any questions, feel free to contact us by phone at +46 40 36 54 00 or via email at info@miclev.se.

Personal Data Collected by Miclev

"Personal Data" refers to information that identifies you as an individual, such as:

- Name
- Postal address (including billing and shipping addresses)
- Telephone and fax numbers
- Email address
- VAT number
- Purchase history

Miclev collects information when you participate in various activities we offer, such as:

- When you order a product or service or request something.
- When you register a purchase of a Miclev product.

We may combine personal information we collect from you with other personal information you provide to Miclev through other sources, such as product registration, inquiries, or marketing events. We use the combined personal information in accordance with this privacy policy.

How We Use Personal Data

We use personal data for the following purposes:

- Respond to your inquiries and fulfill your requests, for example, by sending email notifications.

- Send you important information about the website, changes to Miclev's terms, policies, and/or other administrative information.
- Complete and facilitate your purchases, such as payment processing, delivery of your order, and communication regarding your purchase and related customer service.
- Send marketing materials we think you may be interested in, including information about trade shows.
- Allow you to participate in contests, promotions, and similar activities, as well as manage such activities. Some of these activities have additional rules that may contain further information on how we use and disclose your personal data. We recommend that you read these rules carefully.

How We Disclose Personal Data

Your personal data may be disclosed:

- Within Miclev for the purposes described in this privacy policy. Miclev Medical Products AB, with whom you are in contact, is jointly responsible for the personal data used jointly.
- To third parties that provide services to Miclev, such as web hosting, payment processing, order delivery, product distribution, IT services, customer service, email services, auditing services, and other similar services to assist them in providing these services.
- To third parties in the form of agents and distributors to facilitate the sale and distribution of Miclev's products and services, which may include marketing communications.
- To a third party in the event of a restructuring, merger, sale, joint venture, assignment, or other transfer of all or part of Miclev's business, assets, or shares (including in connection with any bankruptcy or similar proceedings).

Non-Personal Data We Collect

"Non-Personal Data" refers to any information that does not reveal your specific identity, such as:

- Browser information
- Information collected through cookies, pixel tags, and other techniques
- Demographic information and other information you provide
- Aggregated information

Since non-personal data does not identify you as an individual, we may use and disclose it for any purpose. In some cases, we may combine non-personal data with personal data (for example, by combining your name with your geographic location). If we combine non-personal data with personal data, Miclev treats it as personal data.

Data Processing Agreement

Miclev has updated its agreements with third parties in accordance with GDPR's requirements for data processing agreements.