

# GDPR Privacy Policy Miclev

## Your personal information

The integrity 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 data. Miclev Medical Products AB, Org.No 556412-8451 (hereinafter referred to as Miclev), carries out all personal data management in accordance with EU Integrity Regulation GDPR. If you have any questions, please feel free to contact us by phone +46 40 36 54 00 or e-mail [info@miclev.se](mailto:info@miclev.se).

## Personal information collected by Miclev

"Personal information" is information that identifies you as a person, 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 opportunities we provide, such as:

- When you order a product or service or make a request.
- When registering a purchase of a Miclev product.

We may combine personal data that we collect from you with other personal information that you provide 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 information

We use personal information for the following purposes:

- Answer your requests and fulfill your wishes, for example, by sending email messages.
- Send important information to you about the site, changes to Miclev's terms, policies and / or other administrative information.
- Implement and expedite your purchases, such as payment management, delivery of your order and communications in connection with your purchase and related customer service.
- Submit marketing material that we believe you may be interested in, including information about trade fairs.
- Allow you to participate in races, competitions and similar campaigns and for managing such activities. Some of these activities have additional rules that may contain additional information about how we use and disclose your personal information, so we recommend that you read these rules carefully.

## This is how we disclose personal information

Your personal information may be disclosed:

- Within Miclev for the purposes described in this privacy policy. Miclev Medical Products AB that you are in contact with, is jointly responsible for personal information used in common.
- Third party providing services to Miclev, such as web hosting services, payment management, delivery of orders, product distribution, IT services, customer service, email services, audit services, and other similar services, in order to help them deliver such services.
- To third parties in the form of agents and distributors in order 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 reorganization, merger, sale, joint venture, assignment, transfer or other disposal of all or part of Miclev's operations, assets or stocks (including in connection with any bankruptcy or similar processes).

### **Non-personal information that we collect**

"Non-personal information" is any information that does not reveal your specific identity, such as:

- Browser information
- Information collected via cookies, pixel tags and other techniques
- Demographic information and other information you provide
- Compiled information

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

If we combine non-personal information with personal data, it is treated by Miclev as personal data.

### **Personal Data Assistance Agreement**

Miclev has updated its agreements with third parties, to the requirements that GDPR imposes on personal data grant agreements.

## **INFORMATION TO THIRD PARTY**

### **IP Addresses**

Your "IP address" is a number that is automatically assigned to the computer you are using by your Internet Service Provider (ISP).

### **This is how we collect IP addresses**

An IP address is automatically identified and logged in Miclev server log files when a user visits the site, along with the time of the visit and the page or pages visited. Collection of IP addresses is normal practice on the Internet and is done automatically on many websites.

### **How to use and extradite Miclev IP addresses**

Miclev uses IP addresses for purposes such as calculating site usage levels, server problem diagnosis, site management, and presenting content that is customized for your country. We may also use and provide IP addresses for the same purposes as we use and disclose personal information. Please note that we treat IP addresses, server log files, and related information as non-personal information except for situations where the law requires us to act differently.

### **Interest-based advertising**

Miclev and third parties providing Miclev services use cookies, pixel tags, web beacons, transparent GIF files, or similar techniques to trace website users and email recipients behavior on different websites for a long time to personalize the site experience by presenting advertising that is more relevant to you. For example, we use service providers that present products and offers that match the interests that can be learned from your online activities over time.

### **Third Party Sites**

This privacy policy does not cover, and we are not responsible for, the methods of privacy, information or other methods used by a third party, including any third party whose website our site or app links to. A link on the site or in the app does not mean that the site that the link leads to is supported by Miclev.

### **Security**

Miclev takes reasonable steps in terms of organization, technology and administration to protect personal data under Miclev's control. Unfortunately, it is never possible to guarantee that data transfer over the Internet or a data storage system is secure to 100 percent. If you have any reason to suspect that your communication with Miclev no longer is secure (for example, if you suspect that a security violation has occurred in any of your Miclev accounts), you should immediately report the problem to Miclev, see "CONTACT MICLEV" below.

## **CHOICE AND ACCESS**

### **Your choices regarding Miclev's use and disclosure of your personal information**

Miclev gives you many choices regarding how Miclev uses and discloses your personal information for marketing purposes. By contacting Miclev AB you can choose not to receive electronic marketing from Miclev in the future and request that we do not share your personal information with third parties for marketing purposes.

We try to meet your request as soon as possible. Please note that even if you choose not to participate in the above instructions, we can not remove your personal data from third party databases as Miclev has already shared your personal information (ie third parties that we have already provided your personal information to before we implement your the wish to participate). Also note that even if you choose not to receive marketing material from Miclev, we may still send important administrative messages to you, and you can not choose not to receive administrative messages.

### **Here's how to read, edit or delete your personal information**

If you wish to review, correct, update, suppress, delete or otherwise restrict Miclev's use of your personal information as previously provided to Miclev, please contact us, see "CONTACT MICLEV" below.

Clearly describe what information you want to change, if you want to delete your personal data from a Miclev database or let Miclev know how you want Miclev's use of your personal information to be limited. We try to meet your request as soon as possible.

## **RENTENTION PERIOD**

We store your personal data for as long as required for the purposes described in this privacy policy unless a longer storage period is required or permitted by law.

## **DATA TRANSFER OVER BORDERS**

Your personal data can be stored and processed in all the countries where we are active or where we have hired a service provider. By using the Miclev Web site you agree that your information may be transferred to countries other than the country in which you live, including to the United States, which may have other data protection laws than your country.

## **SENSITIVE INFORMATION**

We request that you do not send or disclose sensitive information to Miclev (for example, racial or ethnic information, political opinions, religion, health, criminal background or membership of a trade union) on or through the website, or in any other way, to Miclev.

## **UPDATES OF THIS INTEGRITY POLICY**

We may change this privacy policy. You can see when the privacy policy was last updated under the heading "LATEST UPDATED" at the top of this page. Any changes to the privacy policy will apply when we publish the updated privacy policy on the site. By using the site after these changes, you agree to the updated privacy policy.

## **CONTACT MICLEV**

Contact Miclev on +46 40 36 54 00 or email [info@miclev.se](mailto:info@miclev.se)