

Century Private Policy

Century Analytics AB ("**Century**") fully respects your private concerns. This Private Policy explains Century's policies and procedures regarding personal and other customer information Century process in our client relation management system. In this Private Policy Century sets out what personal data is being collected and used, for what purpose and to whom your personal data may be disclosed. Furthermore, this Private Policy includes important information regarding your rights with respect to the processing of your personal data. You are encouraged to read this Private Policy carefully.

Whose personal data do Century collect?

Century collects your personal data because you are considered a valued contact or a client to the company.

How do we collect your personal data and why?

We may collect the following information about you:

- directly from you, such as the information you provided to us when you opted-in for our newsletter;
- from publicly available sources such as LinkedIn or the corporate websites of the organization you are working for; and,
- by means of cookies, for more information regarding cookies, please see below.

Regarding our newsletters, Century has two legal grounds for processing your personal data, i) your consent or, ii) Century's legitimate interest if you are a client. If you are a client, the legitimate interest translates into our objective to communicate legal and tax developments to relevant authorities. Regarding the newsletters, Century aims to personalize the letters, and keeping your information up to date in order to maximise the relevance of the newsletters. Additionally, Century constantly strives to improve the newsletters and services offered to you given the information that you have provided.

Transfer of Personal Data to Third Parties

Century does not, as a general rule, share your personal data. Nevertheless, we may share your personal data with third parties that help us organize or host events and researchers that help us analyse and improve our newsletters.

Century will ensure that, where relevant, contractual safeguards are implemented to protect your personal data when disclosing the data to a third party.

As a general rule, your data is not being shared with third parties located in countries outside of the European Union. However, if Century would organize events outside of the European Union, and thus information being shared with third parties, Century shall ensure that adequate measures are taken for protection of your data in accordance with applicable data protection legislation.

How long do Century store your personal data?

In regards to the newsletters, Century will store your personal data until the moment you inform Century that you no longer wish to receive the letters. In regards to being a client, Century stores your data for five years from the time when the client relationship ended.

Rights

Regarding the newsletters, you can always unsubscribe to the letters or change your preferences by clicking the subscribe or unsubscribe link at the bottom of every letter. Furthermore, you have the right to

- receive information regarding and access to your personal data;
- rectify your personal data;
- erasure of your personal data ('right to be forgotten');
- restriction to the processing of your personal data;
- object to the processing of your personal data;
- receive your personal data in a structured, commonly used and machine readable format and to transmit your personal data to other organizations.

To exercise your rights, please contact our Data Controller, contact details can be found at the bottom of this Private Policy.

Finally, you have the right to lodge a complaint with the Swedish Data Protection Authority www.datainspektionen.se

Use of cookies in newsletters

Century's newsletters may use of tracking cookies in order to track visitor statistics. These statistics are used to continuously improve our newsletters, and thus offer you relevant content.

If you opt in to our newsletters, downloading images or clicking on a link in any of these newsletters, your action will be stored and connected to your personal data. If you wish to avoid this tracking, you can unsubscribe to our newsletter or customise the settings of your browser so that it refuses cookies.

Most web browsers automatically accept cookies, but you can usually customize the settings of your browser so that it refuses cookies.

Contact

If you have any questions, comments or complaints in relation to this Private Policy or the processing of your personal data by Century, feel free to contact your regular contact within Century or Niklas Højman, Data Controller at Century, niklas@century.ai