

## **Our Privacy Policy**

Data privacy is of high importance for us at DEADWOOD and we want to be open and transparent with our processing of your personal data.

We therefore have a policy setting out how your personal data will be processed and protected where we describe what information we collect, why and how you can control your information.

This privacy policy applies when you shop in our webshop, subscribe to our newsletter or use our website. All processing of personal data within DEADWOOD is in accordance with applicable privacy laws and our policy applies to new and existing customers.

### **Collection of personal data**

If you sign up to receive the newsletter or provide personal information in connection with a purchase, you agree to share your personal information and agree that that information will be stored in our systems. We need your personal information to handle your order / purchase and for providing service, follow-up, possible return handling, information and marketing. We may also need to process your personal information to comply with other requirements, such as the accounting law's requirement to save data. We collect and save any information you provide on the DEADWOOD website or that you submit on our website or during any of our events.

### **Specification of what personal data and for what purpose we collect information about you**

#### **1. Order / Purchase:**

- Name.
- Contact information, such as address, e-mail and mobile phone number.
- Payment history.
- Payment Information.
- Purchase information ex. which item has been ordered or if the item is to be delivered to another address. The above information is collected to fulfill our mission / purchase agreement with you as a customer in the form of:
  - Delivery, including notification or other contact regarding delivery.
  - Identification and age control
  - Handling of payment.
  - Handling of any complaints

The above information is stored with us until the purchase has been completed, including delivery and payment and then for 24 months in order to handle any complaints.

#### **2. Customer Service Issues**

- Name
- Personal Contact information, such as address, e-mail and mobile phone number.
- Correspondence and details of your purchase

The above information is collected in order to be able to handle customer service issues satisfactorily for you as a customer, which includes:

- Communication through our customer service; by phone, digital channels or social media.
- Identification Investigation of any complaint or other complaints received.

These data are stored until the case has been terminated and then for six (6) months.

### **3. Marketing**

- Name
- E-mail
- Phone number

The above information has been collected in accordance with applicable rules to continuously provide you with event invitations, information and tips and great deals in our store and web-shop, and include subscription of newsletters

These data are saved until the registration / subscription ends.

This can always be done manually by you as a customer on the respective mailing or by contacting us at [info@deadwood.se](mailto:info@deadwood.se) We will never disclose your personal information to third parties and should this happen, we will collect your consent prior.

### **4. Participation in the competition and / or event**

- Name
- Personal identification number/age
- Contact information, such as address, e-mail and mobile phone number.
- Details left at an event or at the event of a contest.

The above information is collected in order to be able to handle your participation in an event or a competition and includes:

- All communication around event / competition
- Identification/selection of winner

These data are saved as long as the event / competition is in progress, and will be stored in our database upon your consent.

### **5. Completion of legal obligations**

- Name
- Personal Contact information, such as address, e-mail and mobile phone number.
- Payment History and Transactions

The above information is processed to comply with accounting and money laundering legislations. It is required to collect this information by law. If the information is not provided, our legal obligation cannot be fulfilled and we are therefore forced to refuse your purchase. These data are processed for seven (7) years in accordance with regulations.

## **Sharing your personal information**

In cases where it is necessary to fulfill our commitment to you as a customer, we will share your personal information with companies that are that we refer to as data processors. A data processor is a company that processes information on our behalf and according to our instructions, and undertakes to process your personal information in accordance with the regulations. DEADWOOD uses data processors in:

- Transport and warehousing ex. logistics companies and freight forwarders.
- Online order management (Tictail)
- Communication to our customers through Sendicate, an e-mail automation service
- Payment solutions such as short-term companies, banks and other payment service providers.
- Marketing in the form of retrieval of e-mail addresses such as digital agencies
- IT companies that handle the necessary operation, technical support and maintenance of our IT solutions.

We also share your personal information with some companies that are independent data controllers. This means that the company itself controls the information provided to the company and not DEADWOOD.

Independent data controllers that we share your personal information with:

- Government agencies such as the police, tax authorities or other authorities if we are required to do so by law or in the event of suspected crime.
- Companies dealing with general goods transports such as logistics companies and freight forwarders
- Companies offering payment solutions such as card-inviting companies, banks and other payment service providers.

When your personal information is shared with a company that is an independent personally responsible person, it applies to the company's privacy policy and personal data management.

## **Security measures concerning personal data**

We save and process your personal information on our or our IT providers' servers and undertake to provide appropriate protection for your personal information. We use a variety of measures to prevent unauthorized processing and access to our customers' personal data. Your card details are sent directly to our payment provider, the full data (such as full card number) is not saved in our systems.

## **Your rights**

You are entitled to access, correct, limit, delete and anonymize your information. Please contact us if you wish to apply any of these rights. We may deny your request if there are legal obligations that prevent us from deleting information, such as accounting rules and tax laws.

You are of course welcome to contact us at [info@deadwood.se](mailto:info@deadwood.se) at any time.

[This policy applies on May 25, 2018 and is valid until further.]