

## **AJ Products Privacy Policy**

At AJ Products, we always strive to build long-term relationships with our customers and those working at these companies, as well as those consumers who buy directly from us. Contributing factors to this endeavour are high data security in the form of well-established IT systems and processes. Our customers are of the utmost importance to us and, therefore, we would never share our customer information with another company.

This Privacy Policy explains how we collect and use your personal information, and how you can request, change or delete it. Our aim is that our processes and IT systems are in line with the new law on GDPR, General Data Protection Regulation, applicable as law in all EU member states as of May 25th, 2018.

### **Customer information, which information is collected, how is it collected and why?**

When you shop with us as a contact person for a company, you provide your personal information such as name, email address and phone number. A consumer / private individual usually also gives their home address.

The information is used by AJ Products first and foremost to provide you with a good customer experience throughout the order: presentation of our range, ordering, delivery, complaint/ warranty issues and development of our offering and IT processes. In our contact with you, we document all communication. The dialogue with you as our customer is transferred by telephone, mail, chat, letter and physical contact as well as digital media.

### Who is responsible for the personal information that is collected?

Responsibility for the personal data lies with AJ Produkter AB (publ.), 556190-7329, 301 82 Halmstad. Processing of the data can be done by us or by one of our partners.

### Which information is collected, for what purpose and for how long is the information stored?

Purpose	Process performed	Category of personal data
Handling the order	Delivery (including notification and contact regarding delivery) Handling of complaint and warranty matters.	<b>Company:</b> Contact information for corporate customers such as the contact employee name, e-mail address of the company and telephone number. <b>Private:</b> Contact details for private customers such as name, e-mail address, address and telephone number.
Handling the booking of services	Booking of assembly and home delivery/walk-in.	<b>Company:</b> Contact information for corporate customers such as the contact employee name, e-mail address of the company and telephone number. <b>Private:</b> Contact details for private customers such as name, e-mail address, address and telephone number.
Legal basis: In order to fulfil the purchase agreement. The information is stored and processed both through legal support of a binding agreement and/or legitimate interest.		
<p>Storage time: Company/Customer contact information: The time period for data storage is based on how often our customers shop with us and the warranty period of our products (minimum of 3 years - maximum of 30 years).</p> <p>Customer contact information is saved for up to 4 years, and then anonymised. This process takes place monthly. Customer contact information older than 4 years with open balances will be untouched and evaluated for anonymisation again the following month.</p> <p>For individuals: Until the order and our commitment to you as a consumer has been completed (delivered, paid, return and even the warranty period is over, and thereafter for a maximum of 36 months).</p>		

Purpose	Process performed	Category of personal data
<p>To be able to present a relevant range and product recommendations, inspiration and other relevant activities and news.</p>	<p>Based on the data we collect (e.g. purchase history, age, gender, and specified preferences), we analyse the data that can result in you being sorted into a customer group (called customer segment or industry type) or getting a unique profile. The insights from the analysis are the basis for your personal and relevant offers.</p> <p>This information is then used as a basis for the creation of various marketing activities, such as email and/or digital ads in all media.</p>	<p>Name, username, gender. Contact information such as address, email, phone number. Place of residence.</p> <p>Purchase History</p> <p>Purchase and user generated data (e.g. click and visit history on our website and the media that are in direct relation to our digital channels such as Google, Bing, social media, Digital Networking for Ads, and our own internal and external customer surveys.</p>
<p>Legal basis: Eligible interest. The processing is necessary to meet our and our customers legitimate interest in evaluating, developing and improving our offering, our channels and our IT systems.</p> <p>Legal reason for sending out a newsletter. The information is stored and processed by legal support of a binding agreement.</p>		
<p>Storage time: Company / Customer contact information: The time period for data storage is based on how often our customers shop with us and the warranty period of our products (minimum of 3 years - maximum of 30 years).</p> <p>Customer contact information is saved for up to 4 years, and then anonymised. This process takes place monthly. Customer contact information older than 4 years with open balances will be untouched and evaluated for anonymisation again the following month.</p> <p>For individuals: Until the order and our commitment to you as a consumer has been completed (delivered, paid, return and even the warranty period is over, and thereafter for a maximum of 36 months).</p>		

Purpose	Process performed	Category of personal data
<p>To be able to analyse, develop and improve our products and services, our digital and analogue channels and our IT systems.</p>	<p>Development of our homepage and its functions such as user information, product presentation and features linked to My Pages, for example. Help with our logistic processes and inventory forecasts.</p> <p>Contribute to creating support for our IT systems in order to increase the security of our customers, suppliers and partners in general.</p> <p>Contribute to the development of our range.</p> <p>Based on the data we collect (e.g. purchase history, company size, customer segment and geographic location), we then sort in different industry types and customer categories. The data is then used for business development analysis.</p>	<p>Correspondence and feedback about our services and products. Information about how you have communicated with us.</p> <p>Anonymised data: (e.g. click and visitor history) - phone calls and chat conversations</p> <p>Technical data relating to devices used and its settings (e.g. domain, devices, browser settings, operating system, etc.</p>
<p>Legal basis: Eligible interest. The processing is necessary to meet our and our customers legitimate interest in evaluating, developing and improving our offering, our channels and our IT systems.</p>		
<p>Storage time: Company / Customer contact information: The time period for data storage is based on how often our customers shop with us and the warranty period of our products (minimum of 3 years - maximum of 30 years).</p> <p>Customer contact information is saved for up to 4 years, and then anonymised. This process takes place monthly. Customer contact information older than 4 years with open balances will be untouched and evaluated for anonymisation again the following month.</p> <p>For individuals: Until the order and our commitment to you as a consumer has been completed (delivered, paid, return and even the warranty period is over, and thereafter for a maximum of 36 months).</p>		

## **What right do you have to access, change and/or delete your data?**

It is important for us that you have access to the information we have about you, and if you wish to know more about this information in detail, you can request a so-called transcript. You can do this easily by filling out the form on our website [www.ajproducts.co.uk/GDPR](http://www.ajproducts.co.uk/GDPR). To ensure that we provide the information to the correct person, you will need to attach a copy / image of your driving license or passport.

You may also request that we remove your customer contact information: "Right to Delete." Corporate customers' customer contact information is reviewed and anonymised after 4 years if no transaction has taken place during that 4-year period. Individuals purchasing on their own behalf (i.e. consumer information) follow the same process of anonymisation provided all commitments from us and the customer are completed. You can easily request this via [www.ajproducts.co.uk/GDPR](http://www.ajproducts.co.uk/GDPR), where you fill in a form and attach a copy / image of your driving license or passport.

If you wish to change or correct customer contact information or unsubscribe from marketing communications such as newsletters or catalogues, you can do this easily through My Pages on our website, via the newsletter or by calling our customer service team on 01252 359760.

## **About the site's privacy policy**

This Privacy Policy applies only to this website, and not to websites owned by third parties. Links on our website with the purpose of leading you to another webpage have their own privacy policy. As the linked sites are not controlled by AJ Products, we cannot be held responsible for the content of these websites. You should therefore read the privacy policy on the website that you are visiting.

We are members of Svensk Distanshandel and certified with Trygg ehandel, which contains a number of provisions to make you feel safe as a customer.

## **About JavaScript on ajproducts.co.uk**

Ajproducts.co.uk contains JavaScript. This is a piece of code that is used to enable you as a visitor to experience our website as well and as easily as possible. In short, JavaScript is needed for images to be displayed correctly so that menus, forms and logins on My Pages will work smoothly as will retrieval and sorting of information.

## **About cookies on ajproducts.co.uk**

A cookie is a small text file stored on your computer. The cookie itself does not contain any personal information, such as your e-mail address or your name, but is only used to simplify the use of our website. It will also not affect your computer in any way. There are two types of cookies. One is called a session cookie. It works so that it is temporarily stored in your computer's memory when you are on or browsing the webpage, then disappears when you close your web browser.

When you browse ajproducts.co.uk and visit addresses containing ajproducts.co.uk, session cookies are used in forms, for example. This means that your data is temporarily saved if you have entered your details on one page and then go back a page. This will prevent you from having to fill in all your details again.

The other type of cookie saves a file for a long time on your computer. We use it to make it easy for you when you visit ajproducts.co.uk. This means that features such as your shopping cart, a saved

product list and your last login will be saved. This is done so that you do not have to re-enter the information the next time you visit the website.

Our cookies are also used to provide reliable statistics about our visitor flow, which can help us not only maintain but also improve the service we offer our visitors.

AJ Products' website uses Google Analytics from Google as analytics software and Esales as a recommendation software. Their services also use cookies.

We also use cookies to provide our visitors with more relevant advertising. These cookies are checked by a third party such as Google, DoubleClick or Facebook. If required, Google offers a service where you can choose not to receive these ads: <https://www.google.com/settings/ads>.

Our cookies are meant to make it easier for you as a visitor and for us as a service provider. When using our website, you will need to accept our cookie policy and confirm this by ticking a box.

[Read more about Cookies at GOV.UK >](#)

### **Who can we share your personal information with?**

**Personal Data Officers.** In cases where it is necessary for us to be able to provide our services, we share your personal data with companies that are so-called personal data officers for us. A personal data officer is a company that processes the information on our behalf and according to our instructions. We have personal data officers who help us with:

- 1) Transport (logistics companies and freight forwarders)
- 2) Payment solutions (card providers, banks and other payment service providers)
- 3) Marketing (print and distribution, social media, media agencies or advertising agencies)
- 4) IT services (companies that handle necessary operations, technical support and maintenance of our IT solutions)

When your personal information is shared with personal data officers, it is only for purposes that are consistent with the purposes for which we have collected the information (for example, to fulfil our obligations under the purchase agreement or the loyalty programme membership terms). We check all personal data officers to ensure that they can provide sufficient safeguards regarding the security and confidentiality of personal data. We have written agreements with all personal data officers, through which they guarantee the security of the personal data processed and undertake to comply with our security requirements as well as restrictions and requirements regarding the international transfer of personal data.

**Companies that are independent data controllers.** We also share your personal information with some companies that are independent data controllers. The fact that the company is independently responsible for personal data means that we do not control how the information that is submitted to the company will be treated.

Independent data controllers with whom we share your personal information are:

- 1) Government agencies (police, tax authorities or other authorities) if we are required to do so by law or in case of suspicion of crime
- 2) Companies dealing with general freight transport (logistics companies and freight forwarders)

3) Businesses offering payment solutions (card providers, banks and other payment service providers)

When your personal information is shared with a company that is an independent data controller, it is subject to that company's privacy policy and personal data management.

**Where do we process your personal information?**

We always strive for your customer contact information to be processed within the EU/EEA and all our own IT systems are located within the EU/EEA. However, with system support, maintenance and development, we may have to transfer the information to a non-EU country, such as if we share your customer contact information with a personal data officer that is itself, or through a subcontractor, established or storing information in a non-EU/EEA country. In these cases, the personal data officer in question will only have access to the information relevant to the purpose.

Regardless of the country in which your customer contact information is processed, we take all reasonable legal, technical and organisational measures to ensure that the level of protection is the same as within the EU/EEA.

**How is your personal data protected?**

We use IT systems to protect the privacy, integrity and accessibility of customer contact information. Within our organisation, access to your personal data is strictly limited to those individuals who need to access to be able to fulfil our commitment to you as a customer.

**How can I learn more about GDPR and the Information Commissioner's Office?**

The Information Commissioner's Office (ICO) is responsible for monitoring the application of the General Data Protection Regulation (GDPR). Any person who considers a company to be mishandling personal data is able to file a complaint with the Information Commissioner's Office.

The latest version of the privacy policy is always available at [ajproducts.co.uk](http://ajproducts.co.uk).