

# Personal data we process about you and why.

The personal data that is processed varies depending on the type of company you have. Customer and company data can become personal data for customers and business partners who are sole proprietorships.

More detailed information about the different categories of personal data, purpose of data processing and legal basis etc. is listed in the table on the next page.

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Purpose	Categories of data subject	Categories of personal data	Legal basis for data processing	Data retention
Create and administer users of the Service as well as troubleshooting and security.	Customer, customer representative	Contact and user details such as username, name, email address and IP number.	Performance of contract regarding customers and legitimate interest for representatives of customers. For more information about this balancing of interests, please contact us.	The data is processed during the time that the customer has a contractual relationship with us and up to 18 months thereafter. User accounts, where login has not taken place within the last 18 months, are deleted.
Professional services, training and product webinars and customer onboarding	Customer, customer representative	Name, email address, phone number.	Performance of contract with customers or legitimate interest regarding representatives of customers in order for our customers to receive training and support. For more information about this balancing of interests, please contact us.	We regularly delete data in our system for tickets from customers and they are never stored for longer than five years. In product webinars, no data is stored after the webinar has been completed. In the daily webinars, the data is stored twelve months after the webinar has been completed.
CRM system	Customer, customer representative	Contact information such as job title, name, telephone number and email address.	Performance of contract with customers or legitimate interest regarding representatives of customers in order for us to be able to contact our customers and inform about our services, etc. For more information about this balancing of interests, please contact us.	Data is stored for the duration of a customer agreement and for up to two years after the agreement has ended.
Contract administration, invoicing and bookkeeping.	Customer, representative of customer, supplier or representative of supplier.	Contact information such as name, address, reference person.	Performance of contract and/or legal obligation.	Data for the performance of our customer contracts are generally processed during the contract period, but may be processed up to ten years after it has ended, or longer if it is necessary to safeguard our legal interests, such as disputes or debt collection. Accounting- documentation is stored in accordance with the Accounting Act (7 years).
Newsletter	Customer, customer representative.	Name and email address.	Our legitimate interest in informing about and marketing our business. For more information about this balancing of interests, please contact us.	Recipients of our newsletter have the right to unsubscribe at any time through the unsubscribe link in each newsletter or by contacting us. Data is processed for this purpose during the period that we have an agreement with you and up to two years thereafter.
Marketing emails to potential customers	Potential customers and their representatives who are contacted in their professional capacity	Name, email address, phone number, job title.	Our legitimate interest in informing about and marketing our business. For more information about this balancing of interests, please contact us.	Recipients of our newsletter have the right to unsubscribe at any time through the unsubscribe link in each newsletter or by contacting us. The data is processed for this purpose up to two years from the last activity by the recipient.
Marketing blocking list (Sv. spärlista)	Customers, representatives of customers, potential customers and representatives of these who are contacted in their professional capacity	E-mail address, name, job title, phone number.	Legal obligation to ensure that we do not send further marketing to recipients who have expressed that they do not wish to receive further marketing emails.	Once someone has unsubscribed from our marketing emails, we store this data for three years from the time the recipient has unsubscribed.

Purpose	Categories of data subject	Categories of personal data	Legal basis for data processing	Data retention
Contact form on the website for customer support and others who want to get in touch with us.	Customer, representative of the customer or potential customer.	Contact information such as name, phone number, email address and free text fields.	Performance of contract or legitimate interest regarding potential customers and representatives of customers. For more information about this balancing of interests, please contact us.	The data is processed during the time that the customer has a contractual relationship with us and for up to five years thereafter.
Cookies on our website for analysis of the use of our website and marketing.	Visitors to Boardeaser.com who consent to storage of cookies in their browsers.	Information about your visit to our website such as IP address/tracking ID, which pages you visit, number of clicks, etc.	Your consent or our legitimate interest in providing a better user experience on our website.	How long the data is stored depends on the type of cookie in question. Please see our Cookie Notice for more information.
Customer success through webinars, upselling and aggregate analysis of the use of the Service.	Customer, customer representative	Name, phone number and email address	Our legitimate interest to market our products to existing customers for upselling and training and to obtain aggregated information about the use of our services. For more information about this balancing of interests, please contact us.	After the webinar has been completed, no data is stored for this purpose. Data processed for upselling and aggregated data on how the Service is used are processed during the contract period with the customer and up to two years after it has ended.
Collection of leads from public sources	Stakeholders and potential customers in relevant target groups.	Email, name, phone number, job title.	interest to market our products. For more information about this balancing of interests, please contact us.	Data is stored for 3 months.