

PRIVACY POLICY

1. Personal Data Officer

Profood AB, Slakthuset, SE-415 02 Gothenburg.
Corp. ID no. 556223-5365

2. How we use the information we collect from you

We collect, process and use your personal data, partly for the purpose of meeting our obligations to you pertaining to any agreements entered into with us, partly for the purpose of providing any information that you might request, and partly for sending you our newsletter in circumstances where you have actively approved receipt. We may share your personal data with third parties for the above purposes, but only in compliance with this Privacy Policy. We will not sell your personal data on to anyone. We collect and process the following personal data:

a) Newsletter

If you have actively approved to receive newsletters, we may use your information to send you newsletters containing information about us as well as products that may be of interest to you. Our newsletters and mailings can be sent electronically (by e-mail or text message) or by snail mail.

You are entitled to revoke your consent for registration regarding all personal data at any time by clicking “unsubscribe” in the newsletter, or by getting in touch by e-mail at info@profood.se

We use an external service provider for the processing and mailing of our newsletters. This service provider processes your personal data on our behalf in compliance with our instructions, while we remain responsible for protecting your privacy.

b) Visits to our website and IP addresses

We do not collect information about visits to our website.

Information like impersonal statistical data such as our users' patterns on the website, browser and operating system cannot be used to identify any private individual.

c) Your rights

You are entitled to ask us not to use your personal data for marketing purposes. Typically, we will notify you (before we collect the information) if we intend to use your information for such purposes. We do not process your personal data for any purpose that is incompatible with the reason for collecting the data. You can deny consent to such use by getting in touch by e-mail, **info@profood.se**

You can receive information about the personal data that is registered with us by getting in touch by e-mail, **info@profood.se**