

HUI's Privacy Policy

Introduction

We want to protect your privacy in all our relationships, regardless of whether you are a private individual, a corporate customer, or a supplier. In this privacy policy, you can read about how we process your personal data.

We may amend this privacy policy. You can always find the latest version of our privacy policy on our website: www.hui.se.

Who is responsible for your personal data?

HUI Research AB, company registration no. 556185-8498, is the data controller responsible for the processing of your personal data. Below you will find more information about how we process your personal data.

How do we process your personal data?

Our processing of your personal data may vary depending on the type of contact we have had with you. We have compiled an overview of our processing of personal data.

1. Handeln i Sverige

Handeln i Sverige is a database containing key figures on the size and development of the retail sector in Sweden's counties and municipalities. Handeln i Sverige is produced by HUI Research and financed by Handelsrådet. As a private individual or company, you can register a personal user account to access this database free of charge. In order to provide Handeln i Sverige in accordance with our general terms and conditions, we need to process your personal data.

Processing carried out for this purpose	- Registration of your user account. - Communication with you regarding updates to the database and other similar communications.
Categories of personal data	- Name - Organisational affiliation - Contact details (e.g. address, email address, telephone number) - Information relating to your user account - Information entered in message fields (optional)
Legal basis	<i>Company representative:</i> Our legitimate interest, and yours, in being able to provide the Handeln i Sverige database in accordance with our general terms and conditions. <i>Private individual:</i> The service agreement (i.e. our general terms and conditions) that we have entered into with you. You can find our general terms and conditions for Handeln i Sverige here.
Retention period	Whichever occurs first: (1) you deregister your or your company's user account with Handeln i Sverige, or (2) you or your company have been inactive¹ for a continuous period of 3 years.

¹ "Inactive" means that you have not logged in to your user account, have not opened our newsletters, have not participated in our events or seminars, or have otherwise not shown an interest in HUI Research or any of its related services.

Contact us

Do you still have questions about our processing after reading this policy?

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2. Our assignments

In connection with carrying out our assignments, we may process personal data concerning contact persons at our clients or participants in our surveys or focus groups.

Processing carried out for this purpose	• Registration of the assignment. • Communication with company representatives regarding the assignment and other obligations under the agreement we have entered into with the company. • Sending invitations to surveys and participation in focus groups. • Producing analyses and statistics concerning our users' and visitors' use of and interaction with us, e.g. statistics on visitor flows on our website or responses to our marketing communications.
Categories of personal data	• Name • Organisational affiliation • Contact details • Position/title • Results from surveys and focus groups
Legal basis	<i>Company representative:</i> Our legitimate interest and your client/ employer's legitimate interest in being able to fulfil obligations under the terms of our assignment agreements. <i>Company representative and private individual:</i> Our legitimate interest and our client's legitimate interest in being able to conduct surveys and focus groups concerning matters relating to retail. Participation in our surveys is entirely voluntary, and you can unsubscribe from our communications at any time.
Retention period	Whichever occurs first: (1) you or your company appoints a new contact person, or (2) no later than 3 years after the end of the year in which the most recent assignment was completed. Results from surveys and focus groups: Please note that the individual responses on which the results are based will be de-identified after the period for follow-up and quality assurance has expired, in accordance with the specific information provided to you in connection with the survey or your participation in the focus group.

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3. Marketing

To receive updates and information about the latest news and reports, you can subscribe to our newsletter. We may also register you for our communications if you have expressed an interest in our activities, for example by registering for Handeln i Sverige, attending one of our events or seminars, or otherwise being in contact with us. In order to send marketing communications to you, we need to process your personal data.

Remember that you always have the right to object to our marketing. You can do so directly in our communications via the unsubscribe link or by contacting us.

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Processing carried out for this purpose	• Direct marketing by post, email, SMS, or other digital channels. • Marketing from our partners by post, email, SMS, or other digital channels. • Producing analyses and statistics concerning our users' and visitors' use of and interaction with us, e.g. statistics on visitor flows on our website or responses to our marketing communications.
Categories of personal data	• Name • Organisational affiliation • Contact details
Legal basis	<i>Company representative and private individual:</i> Our legitimate interest, and yours, in being able to market HUI and our services.
Retention period	Whichever occurs first: (1) you object to our marketing, or (2) you have been inactive for a continuous period of 3 years.

4. Events and seminars

We occasionally organise events and seminars to provide information about trends, reports, and similar topics. As a participant, you can voluntarily register for events and seminars organised by us. In connection with this, we need to process your personal data in order to administer and carry out the event or seminar.

Processing carried out for this purpose	• Registering and administering your participation in the event or seminar. • Communicating with you before and during the event or seminar regarding matters relating to it. • Following up on completed events or seminars for evaluation and development purposes ahead of future events and seminars.
Categories of personal data	• Name • Contact details • Special dietary requirements (if food is included at the event or seminar) • Evaluation results
Legal basis	<i>Company representative and private individual:</i> Our legitimate interest, and yours, in being able to administer and carry out an event or seminar.
Legal basis for special dietary requirements	Your prior consent.
Retention period	No later than 6 months after the event or seminar has taken place.

5. Developing and improving our business

In order to ensure that we remain at the forefront with regard to our offerings, we may use personal data to produce statistics and similar supporting material for the purpose of developing and improving our business.

Processing carried out for this purpose	- Collecting, registering, processing, and analysing statistical data in order, among other things, to understand visitor flows on our website and opening and reading statistics related to communications. - Collecting, registering, processing, and analysing results from evaluations and other feedback relating to our services.
Categories of personal data	- Statistical data concerning, among other things, visitor flows on our website and opening and reading statistics related to communications. - De-identified results from evaluations and other feedback relating to our services. - IP address and other technical data relating to devices used and their settings (e.g. language settings, IP address, browser settings, time zone, operating system, screen resolution, and platform). Please note that no categories of personal data are used in a way that enables us to directly link the information to you as an individual. We only use anonymous (pseudonymised) data for this purpose in order to protect your privacy.
Legal basis	<i>Company representative and private individual:</i> Our legitimate interest in being able to use personal data to develop, improve, and streamline our business.
Retention period	For this purpose, it is difficult for us to state in advance how long your personal data will be retained. Instead, we have introduced procedures to continuously assess whether your personal data is still necessary for this purpose. Personal data that we have not used for a period of 5 years will be deleted, as we will then no longer consider your personal data necessary.

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How long is personal data retained?

We retain your personal data for as long as necessary to fulfil the purposes of our processing. After that, we will securely delete or de-identify your data so that it can no longer be linked to you.

Please see the specific retention periods above for each respective purpose.

How we share your data

In order to fulfil our purposes, we may use other companies that assist us with our processing. These may include data processors and companies that act as independent data controllers.

Data processors

- *Service providers*
We may disclose your personal data to various service providers that provide services such as printing and distribution of marketing materials, analytical tools for our marketing, evaluation tools (e.g. surveys), or IT consultants for the maintenance and development of our systems. These companies may only process your personal data in accordance with our instructions and may not use your data for their own purposes. In these cases, we enter into data processing agreements that ensure this and that also regulate confidentiality and the security of your personal data.

Independent data controllers

- *Partners*
We may also disclose your data to our partners, e.g. external speakers, exhibitors at our events, or other companies. We only disclose your personal data provided that you have been clearly informed of this. Our legal basis for disclosing your data is our legitimate interest and the legitimate interest of our partners in being able to provide you with relevant information and market services and products.
- *Public authorities, courts, and other relevant parties*
We may disclose necessary information to public authorities if we are legally required to do so. In connection with a legal dispute, we may transfer data to other parties in order to satisfy our legitimate interest in establishing, exercising, and defending legal claims.
- *Potential buyers and sellers*
We may share information with potential buyers and sellers if we were to sell all or part of the business or in connection with a merger. Our legal basis for this processing is our legitimate interest in being able to complete the sale or merger.

Transfer of personal data to a country outside the EU/EEA

Sometimes we may need to transfer your personal data to a country outside the EU/EEA. This may occur when we disclose your data to other companies, e.g. a service provider that is part of an international group.

We only disclose your personal data to a country outside the EU/EEA where adequate safeguards are in place to ensure that your personal data is handled appropriately.

To protect your personal data when transferring it, we will therefore either enter into agreements with the recipient that include the European Commission's Standard Contractual Clauses, or verify that the European Commission has adopted an adequacy decision confirming that the recipient country provides an adequate level of protection.

You can obtain a copy of the safeguards by contacting us.

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Your rights

When we process your personal data, you have certain rights. Below is an overview of those rights, what they mean, and **how you can exercise them**.

Your right of access	We aim to be transparent about how we process your data. If you would like insight into the personal data processing we carry out in relation to you, you have the right to request access to your data. If we receive a request for access, we may ask you to provide additional information to ensure that the data is disclosed to the correct person.
Your right to rectification	Do we not have your most up-to-date information, or are we processing incorrect information about you? If so, you can request that your personal data be corrected. If you have a user account for Handeln i Sverige, you can log in and update your information yourself.
Your right to erasure and restriction	You have the right to request that your personal data be erased or that its processing be restricted, for example if you believe that your personal data is being processed in violation of applicable legislation.
Your right to object to our processing (including the right to object to direct marketing)	You have the right to object to our processing, for example processing based on our legitimate interests. Your personal data may not be processed for direct marketing purposes if you object to such processing. If you object to our direct marketing, we will stop all forms of marketing communications to you. If you still wish to receive communications via certain channels, you do not need to object to all types of marketing. In such cases, you can choose to receive offers from us only through the channels you select, for example by email but not by SMS.
Your right to data portability	For processing that we carry out on the basis of our agreement with you, you can request that the data you have provided be transferred to another data controller (so-called data portability).
Your right to lodge a complaint with the supervisory authority	If you are not satisfied with the response you received when contacting us, or if you believe that we are handling your personal data incorrectly, you have the right to lodge a complaint with Datainspektionen/Integritetsskyddsmyndigheten (the Swedish Authority for Privacy Protection).
How do I exercise my rights?	If you wish to exercise any of your rights, you are welcome to contact us at info@hui.se .

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