

Privacy policy

Personal data processing

Our goal is to make you feel safe when you submit your personal data to AB Ludvig Svensson. Therefore, we always strive to process and protect your information in the most secure and best possible way and in accordance with the General Data Protection Regulation (EU2016/679).

Data controller

AB Ludvig Svensson, company registration number 556933-7503, is the responsible data controller for the personal data that you either submit to us or that we collect and process. We take responsibility in making certain that the processing of personal data is conducted in accordance to applicable legislation. Affiliated companies in the group are responsible for locally collected personal data.

Definition of personal data and processing of personal data

'Personal data' is any information relating to an identifiable person who can be directly or indirectly identified by reference to an identifier. Examples of what constitutes as personal data includes: name, social security number, postal address, and e-mail address.

'Processing' means any action which is performed on personal data such as collecting, processing, registration, interconnection, dissemination and storage.

When do we collect personal data?

Svensson collects personal data when you:

- order products
- order publications
- sign up for our events, subscribe to our newsletter, etc.
- apply for vacant positions or report your interest in employment with us
- participate in surveys which provides data for benchmarking and / or
- contact us in general

In addition, when you visit our website we automatically receive and store standard log information from your system, including your IP address, browser and device type, language and access times and the referring web address on the requested page.

Registered data

When a representative of a company makes orders and notifications, the name of the company's contact person, his/her position and department title, provided name, telephone number and e-mail address are registered.

An example of a circumstance when data registration occurs would be when you apply for a specific job opening on our website, or when you express general interest in employment with our company and decide to submit an application. In this particular case, the information you would have chosen to submit is then registered.

We refrain from registering data containing any sensitive personal information such as race or ethnic origin, political ideology, religious or philosophical beliefs, union membership and/or other group affiliations, health information, relationship/marital status, and other details about your private life.

Should you choose to submit such data yourself, as a rule- we will automatically delete it.

Lawful basis and purpose for processing

Svensson will only process personal data when there is a reasonable purpose for necessary processing and a legal basis applies. Should this occur, we demonstrate compliance in processing such data lawfully, fairly and in a transparent manner. When the appropriate processing activities end, we then delete all personal data.

Retention and deletion of personal data

Svensson retains the personal data for the duration necessary for us to fulfill our commitment - i.e. provide the service or the product, invoice, handle complaints, etc.

If consent has previously been given to process personal data in our customer database for marketing purposes even after the customer-supplier relationship has expired; the personal data will continue to be processed until the consent is withdrawn.

Contact

If you have any questions regarding the processing of personal data and data privacy policy's within Svensson, please contact our HR Manager via email: personaldata@ludvigsvensson.com or by mail via the postal address: AB Ludvig Svensson, Data Privacy Manager, 511 82 Kinna, Sweden.

Information and rectification

As a data subject, you are entitled to obtain a copy of information of your personal data being processed by Svensson. To file a request for access to your personal data, please submit a written request to the HR Manager, as stated in the contact details above.

If you believe that personal data about you is incorrect or misleading, Svensson will promptly correct the information after receiving your written request.

Visitor tracking and identification - cookies and logs

As in the case with most modern sites, we use cookies on our website. Cookies are small text files stored on the visitor's computer, which, among other things, save personal settings. Cookies allow the website owner to follow the visitor's activity while they surf the website.

There are different types of cookies – among them are “session cookies” and “permanent cookies” or “persistent cookies”.

Session cookies are used during the time the visitor is active on the site. These cookies are only temporarily stored in the memory of the visitor's computer and are automatically deleted when the computer browser software is closed.

Permanent or persistent cookies are used to tell the visiting computer what has happened on the site since the last visit, as well as to recognize recurring users and to remember which data was previously provided.

By default, most browser settings enable websites to use cookies. However, visitors have the option to change this in their browser settings. For instance, if you do not want cookies to be stored on your computer, you can set your browser to notify you when it receives a cookie and then you can decide whether to accept it or not.

Information security

Disclosing personal data over the Internet always involves risk.

There is no technology that can guarantee your system to be completely protected from intrusion or data breaches.

Svensson remains committed to protecting personal data and other confidential information against unauthorized access, modification, dissemination and destruction by continuously working to update and improve our organizational and technical security measures.