

Privacy policy

This Privacy Policy ("**Policy**") applies between you ("**You**", "**Your**" and "**Yours**") as a registered user of the Service Showroom ("**Service**") and Showroom Liveshopping AB ("**Showroom**", "**We**", "**Our**", "**Us**"), org. 559387-6393. The service is primarily intended to be a digital marketplace where companies wishing to buy influencer marketing can post ads for publication in your social media channels, get in touch with You, enter into agreements, follow up the spread of the ads published and administer the payment to hired influencers. The service is offered via a smartphone application ("**App**").

1. WE CARE ABOUT YOUR PRIVACY

Showroom protects your privacy and always strives for a high level of data protection. We follow laws and directives to protect your privacy, as well as internal rules for the practical handling of personal data.

We process your personal data only for specific and explicitly stated purposes. It is important that you take note of and understand the Policy and feel confident in our processing of your personal data.

We are continuously working on privacy issues and may therefore update this Policy, which is why you should review our Policy at regular intervals to be up to date. In case of major changes to Our processing of Your personal data, We will also notify you of the email registered in the App. You'll always find the latest version of the policy in the App.

You are always welcome to contact Us if you have any questions or comments about our handling of your personal data.

2. WHAT PERSONAL DATA DO WE HANDLE?

To use Our Service, We must collect personal information about You in different phases. When registering your account, we need the following information about You:

- 1) First and last names,
- 2) Birth date
- 3) an e-mail address,
- 4) profile picture,
- 5) home address,
- 6) the contents of your Instagram account
- 7) address and
- 8) password.

You can also choose to register via Facebook. We then collect Personal Data from your public Facebook profile.

We may ask for more personal data in connection with You being accepted and publishing a campaign or for You to receive compensation, such as bank account and full social security number.

Through Your use, We will also have access to your user history, such as the dissemination of Your promotions. We will also have access to certain standard technical information about Your use, such as your email ID or unique identifiers, geographic location, data and connection information, as well as page views statistics.

3. What personal data do we collect and for what purpose (why)?

Once you have provided personal data to Us, We will process this information for the purposes and on the basis of the legal basis set out below:

| | Information about You | Purposes for the use of Your data: | Our legal basis for this purpose is: |
|----|---|---|--|
| A. | Email, first and last name, date of birth, profile picture, username and password. | To administer Your use. | The user agreement we have entered into with You (i.e. our commitments arising from the General Terms and Conditions) provides the legal basis for handling Your personal data as a user. The processing is necessary in order for Us to be able to fulfill Our contractual obligations to You, such as creating and administering your user account on "Profile settings" to take part in promotions and administer payments. |
| B. | Name, Email, full name, and user history. | To be able to handle support requests. | The user agreement we have entered into with You provides the legal basis for assisting you in questions about the App or other matters related to promotions and possibly asking follow-up questions about how you feel the Service has worked for you as a user. |
| C. | Bank account, full social security number and full name. | To be able to pay your earned payment to your bank account as well as tax and social security contributions. | The user agreement we have entered into with You provides the legal basis for the processing of personal data. The processing is necessary in order for Us to be able to fulfil our contractual obligations to You and to pay the payment you have earned by conducting and successfully published promotions. Payment is made through a third party to us. |
| D. | E-mail, as well as in some cases phone number, address, user history, and other standard technical information. | To be able to send information about the Service (such as about new features or promotions), general marketing (such as sending our newsletters) and personal direct marketing. | The legal basis is Our legitimate interest in being able to make Dig aware of new features, promotions and updates around the Service. The processing is necessary to provide you with offers of new promotions or services that we believe you may be interested in, as well as other useful information related to the Service. |
| e. | E-mail and other information you have entered, user history, and standard technical information. | To be able to make updates and improvements to the App, and to ensure the technical functionality of our computer systems. | The legal basis is Our legitimate interest in being able to make updates to the technology that enables you to visit and use Our App, or to understand how You as a user experience our Service and thereby improve and develop it. |
| Q. | Full name, user history, and campaign results. | To be able to certify your results after a campaign and provide statistics. | The legal basis is Our legitimate interest in being able to make Your results available to You and provide statistics on the use of the App. |

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|----|--|--|---|
| G. | E-mail and other information you have entered, user history, and standard technical information. | In order to prevent abuse of Our Service. | It is Our legitimate interest to provide a secure Service that may prevent attempts at unauthorized access or unauthorized use of our Service. |
| H. | E-mail, as well as in some cases phone number and address. | In order to unregister the users who announce that they do not want marketing from Us. | Legitimate interest, at the request of an individual, shall not receive marketing mailings. |
| I. | E-mail and other information you have entered, user history, and standard technical information. | In order to comply with Our obligations under law such as regarding product safety, government decisions, accounting requirements or under tax laws. | The legal basis is to be able to fulfil Our legal obligations by law or regulations. |
| J. | Your follower count as well as photos from Your Instagram account. | In order to be able to rake out your value which is the basis for compensation You | The user agreement we have entered into with You provides the legal basis for the processing of personal data. The processing is necessary in order for Us to be able to fulfil our contractual obligations to You and to pay the payment you have earned by conducting and successfully published promotions. Payment is made through a third party to us. |
| K. | Your home address. | In order to send goods and products to you as required for you to carry out campaigns. | The user agreement we have entered into with You provides the legal basis for the processing of personal data. The processing is necessary in order for Us to be able to fulfil our contractual obligations to You and to pay the payment you have earned by conducting and successfully published promotions. Payment is made through a third party to us. |

4. ARE WE SUBJECT TO PERSONAL DATA?

We only share your personal data when required to use the Service, when it is a legal requirement or otherwise when permitted by law. In some cases, we may use a data processor, which is a company that processes the information on our behalf and as instructed. When We share your data with data processors, these will be used for the same purpose for which We originally collected it (for example, in order to fulfil Our obligations under our user agreement with You or otherwise by law).

We share your information with the following:

- 1) IT services (companies that manage communication between You and Society Icon, necessary operation, technical support and maintenance of Our IT solutions),
- 2) The companies whose campaigns You balt to apply to, and
- 3) Our payment service that pays out your earned money (PE. Accounting).)

5. WHERE DO WE PROCESS PERSONAL DATA?

We always strive for your personal data to be processed within the EU/EEA and all our own IT systems are located within the EU/EEA. However, in the case of system support and maintenance, We may be required to transfer the information to a country outside the EU/EEA, for example if we share your personal data with a data processor who, either by yourself or through a subcontractor, is established or stores information in a country outside the EU/EEA. In such cases, the assistant may only consult the information relevant to the purpose (e.g. log files). Where personal data are processed outside the EU/EEA, the level of protection is guaranteed either by a decision of the European Commission that the country in question ensures an adequate level of protection or through the use of so-called appropriate safeguards. Examples of appropriate safeguards are approved code of conduct in the recipient country, standard contractual clauses, binding internal rules or through the Privacy Shield.

6. WHAT ARE COOKIES AND HOW DO WE USE IT?

By using the App, you agree to the use of cookies, i.e. information stored permanently on your device for the provision of the Service and for the Service to function as intended.

7. Links

From the Service may contain links to other websites provided by companies other than Showroom. This Policy does not apply to other companies' websites. You should therefore review their privacy policy.

8. HOW LONG DO WE STORE PERSONAL DATA?

We process information about You as a user in order to provide you with the best service and we store your information for as long as the data is necessary to fulfill the purposes for which the data was originally collected. The data may also be stored for the period required by applicable law.

Your user account is valid until you terminate it yourself, and will not cease if the Service is not used or be dependent on any use of the Service.

If you no longer wish to be a user, we will delete your data no later than 6 months after We receive Your notice of termination. You may choose to no longer receive mailings of various kinds from Us at any time by contacting us at hello@showroom.shopping

9. WHAT ARE YOUR RIGHTS?

We always want to be transparent about how we process your data. If you wish to gain insight into your personal data processing, you have the right to request access to your data via a register extract. If We receive a request from You, We may request additional information to ensure that We disclose the information to the right person. A request for a register extract must be signed in writing from You. You also always have the right to request that your personal data be corrected. You have the option to log in to your user account and correct incorrect information.

You may request the deletion of Your information to the extent that is in accordance with applicable law and under contract with You and We will always do Our best to comply with Your request for deletion. You also have the right to object to Our processing (for example, if any of the data collected is incorrect). In some cases, We may not be able to comply with Your request for deletion, if the information is needed to comply with applicable law. Your personal data may not be processed for direct marketing or profiling if you object to such processing.

10. WHERE DO YOU LODGE A COMPLAINT AND WHICH AUTHORITY IS RESPONSIBLE?

If you believe that We have handled your personal data incorrectly, you can always contact Us. The Swedish Data Protection Authority is responsible for supervision in accordance with data protection legislation and

anyone who believes that there is improper handling of personal data can make a complaint to the Swedish Data Protection Authority.

11. HOW CAN YOU CONTACT US FOR QUESTIONS ABOUT YOUR PERSONAL DATA?

Our goal is to always provide you with simple and accurate information about how We use your personal data. With Us, the privacy of Our users is important, and we are constantly working on improvements so that you as a member always feel safe when you provide your information to Us. If you have any questions about how We use your personal data, please contact Our Customer Service via:

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