Privacy policy

Last updated 30 October 2026

About TicTac Learn AB and this Privacy policy

TicTac Learn AB, Reg. No. 556567-7266, Dockplatsen 1, SE-211 19 Malmö ("TicTac", "we" or "us") is one of the leading Nordic suppliers in the EdTech sector. We conduct activities in the development of systems for education and communication, production of interactive web and mobile training and related activities. The majority of TicTac's personal data processing is carried out on behalf of companies and organizations that are using our systems and platforms. With regard to such processing, TicTac acts as a data processor, while the company or organization on whose behalf we process the relevant personal data, is the data controller. In these cases, our processing is regulated in a data processor agreement between TicTac and the respective company or organization.

However, within the framework of TicTac's operations, TicTac processes personal data for which TicTac is the data controller. This means that TicTac has an obligation to ensure that the processing of personal data is carried out in accordance with applicable law and the principles set out in this Privacy policy. We are committed to protecting your personal data and comply with all applicable laws and regulations that exist to protect the privacy of individuals.

It is important to us that you feel safe with what personal data we collect and, above all, how we process it. This Privacy policy therefore covers all necessary information about our handling of your personal data as data controller, which is why it is important that you read and understand the Privacy policy before using TicTac's services. If you have any questions about our processing of your personal data, please contact us via the contact details below.

What kind of processing (which is a generic term in the EU Data Protection Regulation ("GDPR") for operations which is performed on your personal data) that we carry out regarding your personal data, depends on the context in which you come into contact with us and in which capacity you act. To make it easier for you, we have divided this policy into different category sections based on which services you use with us, where under each category you can read about what kinds of processing are carried out.

After the category sections, follows multiple sections that are common to all types of services. These sections contain information about e.g. who we share your personal data with, where we process your personal data, what rights you have vis-à-vis us and how you get in touch with us.

1. What personal data do we collect and where do we collect it?

2. Transfer of personal data

3. Your rights

4. Changes to the Privacy policy

5. Contact information

Please note that some pages on our website contain links to websites managed by third parties. These websites have their own privacy policies and TicTac is not responsible for their business or their information practices. Users who send information to or through these third-party websites should therefore review the privacy policies of those websites before sending any personal data to them.

For information on the collection, management and storage of information collected through cookies, please refer to TicTac's Cookie policy.

1. What personal data do we collect and where do we collect it?

1.1 Request for quotation by company representative

Purpose: we collect your personal data and send you a quote based on these.

Data, from you: your name, e-mail, phone number, address, employer and job title.

Legal basis: our legitimate interest to be able to perform preparing measures on your request before we enter into an agreement.

Retention: this processing takes place for as long as the quotation is in force.

1.2 Purchase of TicTac's services or products

1.2.1 Articulate 360

TicTac is an authorized reseller of Articulate 360 in Sweden, Norway, Finland, Denmark, France, Germany and Austria. We process your personal data when you or the company you represent is based in one of these countries and purchases Articulate 360 or signs up for a trial version, either directly through TicTac or via Articulate's website. We collect your personal data to manage purchases, complaints and payments for Articulate and the services related thereto, and to provide you access to the systems and platforms purchased. If you sign up for a trial version, we also process your personal data to gather feedback on your experience and offer assistance related to the services.

Data, from you: your name, e-mail, phone number, address, payment details, employer and working title. From Articulate (when signing up directly through Articulate and being based in one of the countries mentioned above): your name and e-mail.

Legal basis: to be able to perform under the contract with you and our legitimate interest to be able to provide you with our services. Retention: for as long as required for our performance of the agreement with you, and for two years thereafter to defend against legal claims, or until we are informed that you no longer represent the relevant company. Invoice documentation is stored in accordance with applicable legislation. Customer-service or other communication related to Articulate 360 is processed for as long as the matter is operative.

For more information on Articulate's processing and transfer of your personal data, please be referred to Articulate's privacy notice, as well as Terms of purchase Articulate, Articulate DPA, Articulate DPA EU and Articulate's Trust centre.

1.2.2 Docebo

When signing up for Docebo, TicTac processes limited personal data as a data controller in order to give the customer access to the Docebo platform. However, the majority of TicTac's personal data processing in relation to Docebo is carried out as a data processor to the customer that is using Docebo.

Data, from you: your name, e-mail, phone number, address, payment details, employer and working title. From Docebo: your name and e-mail.

Legal basis: to be able to perform under the contract with you and our legitimate interest to be able to provide you with our services. Retention: as for Articulate 360 above. For more information on Docebo's processing, please be referred to https://www.docebo.com/company/compliance-security/.

1.2.3 Go+

When signing up for Go+, TicTac processes limited personal data as a data controller in order to give the customer access to the Go+ platform. However, the majority of TicTac's personal data processing in relation to Go+ is carried out as a data processor to the customer that is using Go+.

Data, from you: your name, e-mail, phone number, address, payment details, employer and working title.

Legal basis: to be able to perform under the contract with you and our legitimate interest to be able to provide you with our services. Retention: as for Articulate 360 above.

1.2.4 Vyond

When signing up for Vyond, TicTac processes limited personal data as a data controller in order to give the customer access to the Vyond platform. However, the majority of TicTac's personal data processing in relation to Vyond is carried out as a data processor to the customer that is using Vyond. We collect your personal data to manage purchases, complaints and payments for Vyond and the services related thereto.

Data, from you: your name, e-mail, phone number, address, payment details, employer and working title. From Vyond: your name and e-mail.

Legal basis: to be able to perform under the contract with you and our legitimate interest to be able to provide you with our services. Retention: as for Articulate 360 above. For more information on Vyond's processing, please be referred to https://www.vyond.com/privacy/.

1.2.5 Skillhabit

When signing up for Skillhabit, TicTac processes limited personal data as a data controller in order to give the customer access to the Skillhabit platform. However, the majority of TicTac's personal data processing in relation to Skillhabit is carried out as a data processor to the customer that is using Skillhabit.

Data, from you: your name, e-mail, phone number, address, payment details, employer and working title.

Legal basis: to be able to perform under the contract with you and our legitimate interest to be able to provide you with our services. Retention: as for Articulate 360 above.

1.2.6 SkillUp

When signing up for SkillUp, TicTac processes limited personal data as a data controller in order to give the customer access to the SkillUp platform. However, the majority of TicTac's personal data processing in relation to SkillUp is carried out as a data processor to the customer that is using SkillUp.

Data, from you: your name, e-mail, phone number, address, payment details, employer and working title.

Legal basis: to be able to perform under the contract with you and our legitimate interest to be able to provide you with our services. Retention: as for Articulate 360 above.

1.3 Customer service or other communications

Purpose: we collect your personal data, either by you sending us an e-mail or by a telephone conversation. The data is used to answer your questions.

Data, from you: your name, e-mail, phone number, address, employer, working title and any other personal data you choose to provide in relation to the customer service matter.

Legal basis: our legitimate interest in being able to provide you with customer service. Retention: for as long as the customer service matter is operative, and for three years thereafter. Telephone calls to our customer service may be recorded to handle and follow up on your matter, and recordings are kept for 12 months.

1.4 Marketing communications to business contacts

For what purposes we process your personal data

We process your business contact details to send you marketing communications about TicTac's products, platforms, services and events that we consider relevant to your professional role, and to manage your contact and consent preferences. This includes newsletters, product information, event invitations and similar communications.

What personal data we process and where they come from

From you, when you contact us, request a quotation, make a purchase, register for one of our events, download a resource, sign up for our newsletter, or otherwise provide us with your contact details (via our websites tictaclearn.net and skillhabit.com or in person, or from our partners when you sign up to trial their products): your name, e-mail, phone number, employer, job title, and your communication and consent preferences. We may also collect your name, employer, job title and business contact details from publicly available professional sources, such as LinkedIn, and from third-party providers of business contact data.

We hold and manage this data in our customer relationship management (CRM) system and in our e-mail marketing system, and we may transfer it between these systems as needed to manage your preferences and to send you communications.

What is the legal basis for our processing

The basis depends on where you are based:

- For business contacts in the Nordic countries (Sweden, Norway, Finland and Denmark) and France, we rely on our legitimate interest in maintaining and developing business relationships and in informing relevant professional contacts about our products and services. You can object to this at any time (see section 3.5).
- For business contacts in Germany and Austria, we send promotional marketing communications only where you have given your consent, which you can withdraw at any time (see section 3.8).
- Where you have actively subscribed to our communications by giving your consent, we rely on that consent, which you can withdraw at any time.

Holding and managing your contact data for marketing purposes is a separate matter from the act of sending electronic marketing. The sending of electronic marketing is also subject to the applicable e-privacy and national marketing rules in each market, which we observe.

For how long do we process your personal data for the specific purpose

We keep your marketing contact data for up to 24 months from your last active engagement with us (for example, when you click a link in or reply to our communications, download a resource, register for or attend an event, or request or purchase something from us). Where we rely on your consent (Germany and Austria), your consent remains valid until you withdraw it, which you can do at any time (see section 3.8); we do not keep consent-based marketing data beyond the retention period above. We keep a record of your consent for 3 years so that we can show it was given. If you opt out, we keep a minimal suppression record (your name, e-mail and opt-out flag) for as long as needed to honour your opt-out. In some markets, national marketing rules require prior consent for electronic marketing also to business contacts. Where that is the case, we obtain your consent before sending you such communications.

Tracking in our e-mails (France)

If you are in France, our marketing e-mails contain a tracking pixel, and clicks on their links are tracked individually, only if you have agreed to it. You can agree separately to each purpose: measuring how our campaigns perform, adapting how often we send e-mails, and tailoring our content and follow-up to your interests. You can withdraw your consent at any time via the link at the bottom of each e-mail, as easily as you gave it, without affecting your subscription. Without your consent, our e-mails contain no tracking pixel, and we only process technical delivery information, such as bounced e-mails, to remove invalid addresses.

1.5 Website users

Purpose: we collect your personal data when you visit our website in order to optimise your experience of the website and to handle purchases, orders and other requests via the website.

Data, from other sources: technical information generated through your use of the website; information about your internet device, such as IP address, language settings, browser settings, operating system; and time and date of the visit.

Legal basis: our legitimate interest in being able to provide our website. Retention: during your visit and stored for up to two years thereafter. For more information, please see our Cookie policy.

1.6 Participation in our events

Purpose: when you register for or attend one of our events (on site or digital), we process your contact details to administer your participation and to follow up with relevant information after the event.

Data, from you at registration or at the event: your name, e-mail, employer and job title. We use third-party event and webinar tools to administer our events; these providers act as our processors.

Legal basis: our legitimate interest in administering the event and following up with participants. Any marketing follow-up is subject to the rules described in section 1.4. Retention: we keep your event participation data for up to 24 months after the event. Any marketing follow-up follows the retention described in section 1.4.

1.7 Contact persons at suppliers, partners and other counterparties

Purpose: when we do business with another organisation, such as a supplier, consultant, partner, a counterparty to an agreement, or a procuring authority, we process personal data about you in your role as that organisation's contact person in order to enter into and administer the agreement, communicate about the assignment, sign agreements electronically, and handle procurement, invoicing, insurance and leasing.

Data, from you or from the organisation you represent, and in public procurement from the procurement documentation: your name, business e-mail, phone number, employer, job title, and, where you sign an agreement, your signature and signing details.

Legal basis: our and your organisation's legitimate interest in entering into and administering the business relationship (Article 6(1)(f)), performance of the agreement or steps taken at your organisation's request before entering into it (Article 6(1)(b)), and, for accounting records, compliance with a legal obligation (Article 6(1)(c)).

Retention: for the duration of our business relationship with the organisation you represent and for two years thereafter, to establish, exercise or defend legal claims. Where your data forms part of accounting documentation, we keep it for the period required by applicable accounting legislation.

For certain purposes, we process your personal data and rely on our legitimate interest as the legal basis for the processing. In assessing the legal basis, we rely on a balancing of interests test by which we have determined that our legitimate interests of the processing override your interest and your fundamental right not to have your personal data processed. We have stated our legitimate interest in the descriptions above.

Please contact us if you want to read more about how this test has been performed. Our contact details can be found in section 5.

2. Transfer of personal data

TicTac always observes the utmost caution when transferring your personal data and your personal data is never passed on without the support of this Privacy policy and that appropriate security measures are taken. When we share your personal data, we ensure that the recipient processes them in accordance with this privacy notice, by e.g. entering into Data Transfer Agreements or Personal Data Processing Agreements with the recipients. We would like to emphasize that we do not sell your personal data to any third party. TicTac may transfer your personal data in the following situations:

- Group companies: we cooperate closely with our group companies. Our sharing of your personal data to such group companies may be required for us to provide our services to you. We have a legitimate interest of being able to provide these services. If the sharing is necessary to fulfil that interest, and that interest overrides your right not to have your data processed, the sharing may be carried out on the legal basis of legitimate interest. For example, the contact details of customers and business contacts in France are shared between TicTac Learn SAS (TicTac Learn France) and TicTac Learn AB, which manages the customer relationship management (CRM) system used for sales and marketing within the group.
- Corporate transactions: if all or part of TicTac's business is sold or integrated with other activities, your personal data may be disclosed to our advisors, potential buyers and their advisors and passed on to the new owners of the business, on the legal basis of our legitimate interest.
- Third-party service providers: we have agreements with other companies that perform services on our behalf. These services include CRM systems, e-mail marketing, event and webinar administration, support, digital signing, and analysis of information. These companies have access to your personal data to the extent they need it to fulfil their mission, but they may not use or share the information for other purposes. Sharing may take place on the legal basis of legitimate interest.
- Authorities: your personal data may also be disclosed in order for TicTac to comply with certain legal obligations and may be handed over to the relevant authorities when permitted and required by law.

The transfers described above may be made to recipients in member states to the EU/EEA as well as to third countries whose legislation may differ from the rules on data protection within the EU and EEA. In the case of transfers to such third countries, TicTac will take all appropriate measures to ensure that your personal data is duly protected and processed only in accordance with applicable data protection legislation and this Privacy policy. We will ensure that appropriate safeguards are put in place by ensuring that at least one of the following conditions is met in each such transfer.

Adequate level of protection, in accordance with Article 45 GDPR. The European Commission has determined that certain countries outside of the EU/EEA have a sufficiently high level of data protection, so

personal data can be transferred there without further action regarding the transfer itself. Countries we transfer to on this basis: Canada (commercial organizations).

EU-U.S. Data Privacy Framework. The European Commission has determined that U.S. actors participating in the EU-U.S. Data Privacy Framework have a sufficiently high level of security, so personal data can be transferred to such recipients without additional measures regarding the transfer itself. Countries we transfer to on this basis: USA.

Standard contractual clauses, in accordance with Article 46.2 GDPR. Where a country is not considered to have an adequate level of protection, the most common measure is to attach the European Commission's standard contractual clauses (Commission Implementing Decision (EU) 2021/914). If we use them, we will not make any changes or amendments in conflict with the clauses. Countries we transfer to on this basis: USA.

You have the right to receive a copy of the security measures we have used when transferring personal data to a country outside the EU/EEA by contacting TicTac.

3. Your rights

According to applicable legislation, you have the right to exercise certain rights against us when we process your personal data. If you want to exercise any of these rights, want to know more, or have questions, please contact us at gdpr@tictaclearn.net or by using the contact details in section 5.

3.1 Right to information

You have the right to be informed about how we process your personal data. In this privacy policy we generally describe what personal data are processed by us in different contexts. If you want to know more, you can contact us as described above.

3.2 Right to access your personal data (register extract)

We can provide you with a copy, a so-called register extract, of the personal data processed by us, including which categories are processed, what they are used for, how long they are stored, with whom they have been shared and where they come from.

3.3 Right to rectification

If you discover that we process inaccurate data about you, you have the right to contact us to have it corrected. You can also ask us to complete incomplete data where relevant to the purposes.

3.4 Right to erasure (right to be forgotten)

You have the right to request the erasure of your personal data. This right is not absolute; for example, you may have the right to erasure where the data is no longer necessary, where you withdraw consent, or where you object to direct marketing. The right is limited where we need the data to establish, exercise or defend legal claims.

3.5 Right to object

You always have the right to object to our processing where the legal basis is our legitimate interest. If you object, we may not process the data anymore unless we can demonstrate compelling legitimate grounds that override your interests, or the data is needed to establish, exercise or defend legal claims; we will notify you of any such assessment. You can also object to processing for direct marketing purposes (including any related profiling), and we will then cease that processing. For direct marketing by e-mail, you can object through the link in each such e-mail.

3.6 Right to restriction

You can request that the processing of your personal data be restricted, for example if you believe the data is incorrect or the processing is unlawful, or while we investigate an objection under section 3.5.

3.7 Right to transmit personal data (data portability)

Where the legal basis is consent or performance of a contract and the processing is automated, you have the right to receive the personal data you have provided in a structured, commonly used and machine-readable format, and, if technically possible and you wish, to have it transmitted to another controller.

3.8 Right to withdraw your consent

You can withdraw all or part of your consent at any time, with effect from the withdrawal. This can be done via the contact details in section 5. Where direct marketing by e-mail is based on your consent, withdrawal can be made through the link in each such e-mail.

3.9 Right to lodge a complaint with the competent supervisory authority

You can lodge a complaint with the Swedish Authority for Privacy Protection (or another supervisory authority) if you believe our processing is not in accordance with applicable legislation. If you are in France, you can lodge a complaint with the Commission nationale de l'informatique et des libertés (CNIL).

3.10 Requirements for exercising your rights

To protect your privacy, we may require you to prove your identity. We handle requests promptly, normally within one month of receipt. For unusually complicated requests, or a large number of requests, the response time may be extended by up to two months, and you will be notified.

4. Changes to the Privacy policy

The content of the Privacy policy is subject to change. The new version will be published on TicTac's website, so you should review it at regular intervals. In the event of changes of material importance, and provided you have notified us of your e-mail address, we will alert you by e-mail. If the changes relate to processing based on your consent, we will allow you to give your consent again.

5. Contact information

If you have any questions regarding our Privacy policy, suspect a violation, or wish to contact us for any reason stated in this Privacy policy, please contact our Customer service at the details below.

TicTac Learn AB, Dockplatsen 1, SE-211 19 Malmö, Sweden. gdpr@tictaclearn.net

External Data Protection Officer: Kerstin Eifrém, advokat, LEAD Advokatbyrå, Kungsgatan 6, 211 49 Malmö. ke@leadlegal.se, https://leadlegal.se

If you represent a German entity purchasing TicTac services or products, TicTac Learn GmbH will act as data controller for the processing of your personal data, in accordance with section 1.1-1.7 and 2-5 of this Privacy policy. In such case, any reference to "TicTac", "we" or "us" shall be a reference to TicTac Learn GmbH, Reg. No. HRB 252252, Unter den Linden 40, D-10117 Berlin, Germany, and Berliner Beauftragte für Datenschutz und Informationsfreiheit is the relevant data protection authority for processing carried out by TicTac Learn GmbH pursuant to section 3. Contact: TicTac Learn GmbH, Unter den Linden 40, D-10117 Berlin, Germany. info@tictaclearn.de

External Data Protection Officer (Germany): Dr Arnt Glienke, LL.M., CLARIUS.LEGAL Rechtsanwaltsaktiengesellschaft, New Wall 77, 20354 Hamburg. dsb@clarius.legal, https://clarius.legal

If you represent a Danish entity purchasing TicTac services or products, TicTac Learn Denmark A/S will act as data controller for the processing of your personal data, in accordance with section 1.1-1.7 and 2-5 of this Privacy policy. In such case, any reference to "TicTac", "we" or "us" shall be a reference to TicTac Learn Denmark A/S, Reg. No. 27057640, Dampfærgevej 9, 2100 Copenhagen, Denmark, and Datatilsynet is the relevant data protection authority for processing carried out by TicTac Learn Denmark A/S pursuant to section 3. Contact: TicTac Learn Denmark A/S, Business Centre Raadshuspladsen 16, 1550 Copenhagen, Denmark. info@tictaclearn.dk

If you represent a French entity purchasing TicTac services or products, TicTac Learn SAS (trade name: TicTac Learn France) will act as data controller for the processing of your personal data, in accordance with section 1.1-1.7 and 2-5 of this Privacy policy. In such case, any reference to "TicTac", "we" or "us" shall be a reference to TicTac Learn SAS, a société par actions simplifiée with a share capital of EUR 50,000, registered with the Angers Trade and Companies Register (RCS Angers) under No. 439 055 237, having its registered office at 5 rue Papiau de la Verrie, 49000 Angers, France, and the Commission nationale de l'informatique et des libertés (CNIL), 3 place de Fontenoy, 75007 Paris, France, is the relevant data protection authority for processing carried out by TicTac Learn SAS pursuant to section 3. Contact: TicTac Learn SAS, 5 rue Papiau de la Verrie, 49000 Angers, France. Questions about data protection: gdpr@tictaclearn.net

If you are in France, you can give general or specific instructions on the retention, erasure and communication of your personal data after your death, and you can name a person to carry them out. Specific instructions concerning the processing described in this Privacy policy can be sent to us at gdpr@tictaclearn.net, and you can change or withdraw them at any time. You can also tell us whether you want your personal data to be communicated to a third party you designate after your death. If you have not

given instructions, your heirs may exercise the rights provided for in Article 85 of the French Data Protection Act (loi n° 78-17 du 6 janvier 1978).