

Tendfor Privacy Notice

Tendfor AB (in this text referred to as "Tendfor", "we", "us") will always respect your right to privacy. This notice of privacy explains the scope of our data collection, as well as how we share and use personal information about you, and how you can exercise your privacy rights. To make sure you are sufficiently informed of our privacy practices, we advise you to read this Notice in full.

This Privacy Notice applies to personal information that we process about:

- Suppliers, partners and business advisors.
- Current, possible future, as well as past customers.

Personal information that we process about visitors to our websites is covered by the [AnywhereNow Privacy Policy](#).

When you have concerns or wish to make inquiries about Tendfor's use of your personal information, never hesitate to reach out using the contact information at the end of this Privacy Notice.

Tendfor may use AI-assisted features for analytics, routing insights, or service optimization. Where AI is used, we ensure human oversight, transparency, and safeguards against unintended decisions. Tendfor does not use personal data for AI model training unless explicitly disclosed and consented to.

Tendfor's services

Tendfor offers professional support systems for contact center agents, ACD users, and switchboard attendants using the Microsoft UCC platforms. Tendfor offers on-premise as well as full SaaS solutions servicing our customers' needs in these areas. Tendfor is a registered trademark and Tendfor services has been offered under the Tendfor brand since 2013. We are headquartered in Stockholm, Sweden, servicing customers globally.

What personal information is collected by Tendfor, and why do we collect personal data?

In general, Tendfor will limit the use of any personal information collected from you to the purposes outlined in this Privacy Notice, or for purposes explicitly explained to you at instances where we collect your personal information. There may, however, be situations where we also use your personal information for other purposes that are not incompatible with the stated purposes outlined here, and which comply with and are permitted under applicable data protection laws.

Tendfor does not knowingly collect or process personal data from children under the age of 16. If we become aware of the existence of such data, we will promptly delete it or obtain verified parental consent. Our services are intended for professional and business use only.

Information you provide to Tendfor

When you utilize Tendfor services and products – or do things like register an account with Tendfor, respond to a questionnaire or survey, request service or support, or contact us directly – those interactions may include you voluntarily, or upon our request, providing us with information under some or all of the following categories/sources of information gathering:

- Registering your product: for product registration, we may ask you for the following information: name, organization, title, email address, physical address, phone number, and purchase date.

- Creating an account: to obtain services and access to specific areas of our sites, you may under certain circumstances have to register an account by filling out an account creation form. In the completion of such forms, we typically ask for and collect the following information: name, organization, title, email address, physical address, phone number, username/alias, and password. This personal information may be required, and we may not be able to offer you access to certain areas of our sites as well as certain information and services without collecting it.
- Applications and contracts for partnership: to become a Tendfor partner – including integrator partner, service provider partner, carrier partner, distributor, hosting partner – you will be required to complete certain contracts and forms. In that process, we will collect information such as: name, organization, title, email address, physical address, phone number, username/alias, and password.
- Support: when you contact support via email, chat, phone or other means of communication, the following information may be gathered for purposes of creating support tickets and/or support accounts: name, organization, title, email address, physical address, phone number, device data, system and device logs which includes personal data, username/alias, and password.
- Ongoing communication and information: Tendfor may communicate with you via physical mail, phone calls, emails, and SMS messages. You can opt out of those communications by contacting data.protection@tendfor.com, or using specific instructions in such communication to opt out of further communication.
- Other sources of information: Tendfor may collect or receive information about you from sources not previously mentioned and not directly provided to us by you. This could include supplemental information provided by third-party services and organizations, such as partners of ours. This information may be used for verification purposes, as well as for us to be able to better provide you with information about Tendfor's business, offers, products and services.

Tendfor's use of your personal information

At Tendfor, we may use the collected personal information for some or all of these business purposes:

- Monitoring and identifying security incidents, protecting ourselves and our visitors, customers, and partners against malicious, fraudulent, illegal, or deceptive activity; including prosecuting parties responsible for such activity.
- Automatic or manual auditing of interactions and or ongoing transactions with you; including ad impressions, verifying positioning and quality of such and impressions, and compliance auditing regarding privacy laws, privacy policies, and other codes of conduct and standards.
- Performing services offered by Tendfor, including offering customer service, servicing and maintaining accounts, processing orders and payments, providing advertising or marketing and analytics services, as well as providing and performing similar services.
- Bug identification and repair to rectify errors, or undesired behavior which may compromise intended functionality.
- Activities aimed at verification or maintenance of the quality of service, the safety and security of service, and service levels provided by Tendfor's products and services; this includes activities performed to upgrade, improve, and enhance Tendfor's services.
- Research and development activities aimed at improving or demonstrating Tendfor technology, products and services.
- Providing routing insights and analytics, which can assist us in improving user experience.

Legal basis for processing personal information (EEA individuals only)

If you are a visitor from the European Economic Area (EEA), our legal basis for processing your personal information will depend on the personal information concerned, and the specific context in which we collect it. Tendfor will normally collect personal information from you, only where we have your consent to do so, where we need the personal information to perform services under a contract with you, or where the processing is in Tendfor's legitimate interests, and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to process personal information about you to protect your vital interests or those of another person.

If we collect and use your personal information in reliance on our legitimate interests (or those of any third party), this interest will normally be to operate the Tendfor services, and to communicate with you as necessary to provide our products and services to you, and for our legitimate commercial interest.

If legally permissible, we will inform you that we are collecting your personal information and whether the collection of the information is required or not, including the possible consequences if you do not provide the information we ask for (such as our inability to perform certain requests or services).

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us at data.protection@tendfor.com.

Sharing of Personal Data

Personal data is only shared with trusted third-party service providers where necessary to support our operations, including processing data in the Tendfor CRM system, payment processing, analytics, customer support, and marketing. These third parties are contractually obligated to process your data only on our behalf and in accordance with this Privacy Notice and applicable data protection laws. Sub-Processors that are or might be involved in handling of personal data:

- Microsoft Ireland Operations Ltd: for production of the service and administrative tools.
- Legal Authorities: when required by law or to protect our legal rights.

Tendfor does not sell or rent your personal data to third parties.

International Data Transfers (EEA only)

If we transfer your data outside the European Economic Area (EEA), we ensure that an adequate level of protection is applied, such as through standard contractual clauses.

Privacy & staff training

Tendfor applies privacy by design and by default, collecting only the minimum necessary personal data. All staff complete mandatory GDPR training on secure data handling and attend annual refreshers on the topic. Access to personal data is strictly limited to authorized personnel following our Data Handling Policy. Processes and training are regularly updated to meet legal, security, and industry best practices.

Complaints

If you believe we have not complied with applicable data protection laws, you have the right to lodge a complaint with the relevant supervisory authority in your country.

Opting-out of sharing your personal data and us collecting personal information about you

Even if you have explicitly or implicitly consented to sharing your personal information, you may opt-out at any time by using specific options for opting out provided in things like emails from Tendfor, by contacting us with an opt-out request at <mailto:data.protection@tendfor.com>. Note that such a request to opt-out may materially affect which products, services, support and information we can provide to you; as well as the quality and level of the services that we still do provide after your opting-out.

Your rights

The General Data Protection Regulation of the European Union and the privacy laws of other countries provide data subjects with certain rights.

- Right to access and rectification of personal data. You have the right to access and make corrections to the personal data maintained by Tendfor AB should it be inaccurate.
- Right to object to and restrict the processing, and to request deletion. You have the right to object to the processing of your personal data and to request that Tendfor AB will not use or process your data other than for defending legal claims. You have the right to request that Tendfor AB erases that data or ceases to process it.
- Right to file complaints. You have the right to file a complaint with the data protection authority if you have concerns about how Tendfor AB processes your personal data.
- Right to request and transfer personal data. When technically feasible, Tendfor AB will, should you so request, provide your personal data to you or supply it to another controller. If Tendfor AB cannot provide access within a reasonable time frame, Tendfor AB will provide you with a date when the information will be provided or supplied to another controller as requested.
- Right in relation to automated decision-making, including profiling. You have the right not to be subject to a decision based solely on automated processing, including profiling, which creates legal consequences for you or similarly affects you in a significant way. While Tendfor does not carry out any type of automated decision-making, including profiling, you still have the right to be informed, as soon as is practicable in the circumstances, if we ever make any automated decisions, including profiling, about you. You also have the right to prevent such practices by giving written notice requesting us not to take automated decisions, including profiling, about you.

You also have the right to request additional information about:

- the purpose of the processing;
- the categories of personal data processed;
- who else might have received the data from Tendfor AB;
- what the source of the information processed was;
- how long it will be stored and/or processed.

If you wish to execute any of these rights, please contact Tendfor AB's Data Protection Officer via data.protection@tendfor.com at any time. Remember to exercise your rights wisely and please note that abuse of rights may entail your liability.

Retention of personal data

Tendfor AB stores your personal data on our servers, and on the servers of the cloud-based database management services the Tendfor AB employs. Personal data that we are processing based on your consent, will be kept for unlimited period of time (or until the consent is revoked), unless otherwise

prescribed by applicable legal requirements and presuming that it is necessary for the purpose of processing. If you didn't provide us with your consent for data processing, or revoked the consent, we will store only minimum data about you (full name, contact details, our references and notes) for the statistic and reporting purposes or to the extent justified based on other legal grounds, such as our legitimate interest.

Updated on: 5 August 2026