



PRIVACY POLICY FOR VIONLABS AB

Last updated: December 2025

Vionlabs AB ("Vionlabs", "we", "us", "our") respects your privacy and is committed to maintaining a high level of security and integrity regarding your personal data. We ensure that all processing of personal data complies with applicable data protection legislation, including the EU General Data Protection Regulation (GDPR) and the Swedish Data Protection Act.

All NEW or UPDATED web-specific content has been highlighted in yellow to indicate changes compared to the original PDF.

VIONLABS IS THE CONTROLLER

Vionlabs is the controller of your personal data and is therefore responsible for ensuring that your personal data is processed correctly and securely in accordance with applicable legislation.

Vionlabs AB

Corporate registration number: 556804-5420

Postal address: Västmannagatan 4, 111 24 Stockholm

Email address: info@vionlabs.com

VIONLABS' PROCESSING OF YOUR PERSONAL DATA

Information on from where we collect your personal data, the purposes for which we intend to process your personal data, the legal basis for the respective processing activity and the applicable retention periods are stated in the table below.

From where we collect the personal data	Categories of personal data	Purpose	Legal basis	Retention period
From the company that you represent, or directly from you.	Name, email, title, employer and password as applicable.	To provide Vionlabs' Services (e.g., account registration, support, full functionality).	Legitimate interest in providing Services and support.	12 months or as long as the service from Vionlabs is provided to the customer.
From you.	Information from customer surveys and customer evaluations.	To improve the Services.	Legitimate interest in improving its Services.	12 months or as long as the service from Vionlabs is provided to the customer.

From the company that you represent or directly from you.	[Name, email address]. Information that you provide to Vionlabs by email or other channels of communication.	To administer the agreement or relationship with an existing or potential customer/supplier (e.g., purchases, payments, invoices).	Legitimate interest to keep in touch to fulfil obligations under the agreement or administer the relationship.	12 months or as long as the service from Vionlabs is provided to the customer.
From the company that you represent or directly from you.	Invoice details if a cost is occurred.	To fulfil legal requirements (e.g., accounting).	Compliance with Vionlabs' legal obligations.	As long as required by law.
From the company that you represent or directly from you.	Name, position, and company.	To enable marketing and communication about Vionlabs' brand and Services.	Legitimate interest to advertise its brand and Services.	12 months or as long as the service from Vionlabs is provided to the customer.
Directly from you via web forms (newsletter sign-up, demo request).	Name, email address, company, role; consent preference and timestamp.	To send newsletters, product updates, event invitations, and respond to demo requests.	CONSENT (Art. 6(1)(a) GDPR). You can withdraw consent at any time via unsubscribe link or by contacting us.	Until consent is withdrawn or after 24 months of inactivity, whichever comes first.
Automatically when visiting our website (via cookies and similar technologies).	Technical data (IP address, device, browser, pages visited, time spent).	To ensure site functionality, measure and improve performance, and understand usage.	Legitimate interest for strictly necessary cookies; CONSENT for analytics/marketing cookies.	Per cookie lifetime; see Cookie Policy for details.

WITH WHOM DOES VIONLABS SHARE YOUR PERSONAL DATA?

Vionlabs does not disclose personal data to third parties, except when necessary to fulfil a legal obligation or to fulfil Vionlabs' obligations to you, customers, suppliers and/or partners. Your personal data will not be sold to third parties for marketing purposes.

Third party	Reason for disclosure
Other companies within Vionlabs' group	Central functions such as marketing and finance are managed jointly within the group.
Suppliers and partners	Performance of services for Vionlabs (e.g., cloud hosting, CRM, email delivery).
Authorities	Compliance with Vionlabs' legal obligations.
Sale	If Vionlabs transfers all or part of its business, personal data may be disclosed to a potential buyer.

TRANSFER OF PERSONAL DATA TO THIRD COUNTRIES

Vionlabs may transfer your personal data to countries outside the EU/EEA. If personal data is transferred to a country outside the EU/EEA, Vionlabs will take measures to ensure that the personal data continues to be protected and will also take the necessary measures to ensure a legal transfer (e.g., Standard Contractual Clauses).

COOKIES AND ANALYTICS

Our website uses cookies and similar technologies to ensure proper website functionality, analyze visitor traffic, and improve user experience. Some cookies are essential, while others (e.g., analytics or marketing cookies) are used only with your consent. You can manage or withdraw your cookie consent at any time through your browser settings or via our on-site cookie banner.

For analytics, we may use tools such as Google Analytics or HubSpot Analytics with IP anonymization enabled and appropriate safeguards in place.

NEWSLETTER AND DEMO REQUESTS

When you subscribe to our newsletter, book a demo, or request product information, we process your contact details based on your explicit consent. You can withdraw your consent at any time by clicking the unsubscribe link in our emails or by contacting info@vionlabs.com. We use your data only for these communication purposes and never sell or share it for third-party marketing.

YOUR RIGHTS

You have the right to request access to and rectification or erasure of your personal data, request restriction of processing, and object to processing as permitted by applicable law. Under certain



conditions, you have the right to data portability. If you do not want Vionlabs to process your personal data for direct marketing purposes, you have the right to object at any time.

You can exercise your rights by contacting us at info@vionlabs.com. You also have the right to file a complaint with the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY).

SECURITY OF YOUR PERSONAL DATA

You should always be able to feel safe when you provide us with your personal data. Vionlabs has implemented the security measures that are necessary to protect your personal data against unauthorised access, alteration and destruction.

CHANGES TO THIS POLICY

Vionlabs reserves the right to change this Privacy Policy at any time. In the event of changes, Vionlabs will publish the amended Privacy Policy on www.vionlabs.com with information on when the changes will come into effect and may also notify customers and partners in an appropriate manner.

CONTACT INFORMATION

Do not hesitate to contact Vionlabs if you have any questions about this Privacy Policy, the processing of your personal data or if you wish to exercise your rights.

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