

# Privacy Notice - End-user

Company	Shiftic AB, reg. no. 559451-2666
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Owner(s):	COO
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Effective Date:	04 feb 2024
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## **Shiftic is committed to respect your rights and preferences regarding data privacy.**

Shiftic AB ("**us**", "**we**" or "**our**") provides services to various companies ("**subscriber**") which are used by the subscriber's employees and other approved users ("**you**").

By using our services, we will be processing your personal data as the end-user on behalf of the subscriber and as a data controller as further set out in this Privacy Notice.

This Privacy Notice provides you with the required information about who we are, how we process your personal data and for what purposes, and your rights in relation to your personal data.

We only use your personal data for the purposes specified in this Privacy Notice and not in any manner that is incompatible with those purposes.

## General

We use your personal data to be able to operate, support, improve and protect our services and meet our obligations and responsibilities in relation to applicable legislation.

If you have any questions regarding the processing of your personal data, please reach out to us using the contact details at the end of this Privacy Notice.

## How we process your personal data and for what purposes

We use your personal data for the following purposes:

- To administer the agreement with our subscriber;
- To administer and provide support services and account services;
- For usage statistics, user support and improvement.
- To market our services to you through newsletters and events;
- To prevent fraud and other abuse;
- To comply with legal obligations;
- To establish and defend legal claims; and
- To enable mergers, divestitures, restructuring, reorganization, dissolution, and other sale or transfers of Shiftic' assets.

The following describes how we process your personal data in relation to each specific purpose:

### **Administer the agreement with the subscriber**

- *Categories of personal data:* Contact information, such as first name, last name, company name, and email address of the subscriber's contact persons.
- *What we do with your personal data:* We process your personal data in order to be able to administrate the agreement with the Subscriber by processing information that is related to the end-user.
- *What legal basis do we rely on:* The processing is necessary for the preparation and performance of the contract with the subscriber, to allow end-users to access the Services and ensure security of our Services.
- *How long will the data be stored:* The personal data will be stored during the time period that it is necessary in order to fulfill the purposes with our processing, which is usually as long as the contract is in force and for a period of 12 months thereafter in order to fulfill any surviving terms of our agreement with the applicable subscriber.

### **Administer and provide support services and account services**

- *Categories of personal data:* End-user information, such as first name, last name, profile picture (optional), and email address; log-in data and any additional information you share through email / chat communication with us.
- *What we do with your personal data:* We process your personal data in order to be able to administrate the agreement with the Subscriber by processing information that is related to the end-user.
- *What legal basis do we rely on:* The processing is necessary for our

legitimate interest in processing your personal data in order to administer the agreement with the Subscriber's, to allow end-users to access the Services and ensure security of our Services, which we assess, outweighs the data subjects' interest in privacy.

- *How long will the data be stored:* Personal data stored to administer end-user access to the Services and acceptance of the end-user terms will be stored during the time period that it is necessary in order to fulfill the purposes with our processing, which is usually as long as the end-user is an active user and for a period of 12 months thereafter in order to fulfill any surviving terms of our agreement with our subscribers.

#### **For usage statistics and improvement**

- *Categories of personal data:* End-user information, such as first name, last name and email address; log-in data and any additional information you share through email / chat communication with us; device data such as IP address, internet service provider, browser type, operating system, and equipment used; survey data, such as responses to surveys we may ask you to complete; your usage of the services.
- *What we do with your personal data:* We process your usage of the Services in order to improve our services and to be able to provide user support, e.g. mainly constitute usage statistics and data from subscribers analyses.
- We also use third party tracking services to provide relevant and tailored services. We do not share your personal data with our affiliates and / or partners of Shiftic.
- The result of our analysis is used to get insight into the needs of our users.
- We will ensure the personal data is anonymized to the extent possible for us to fulfill the purpose of processing.
- *What legal basis do we rely on:* Processing is necessary for our legitimate interest in analyzing the use of our services in order to improve our business, provide support and services or develop new services, which we assess outweighs the data subjects' interest in privacy.
- *How long will the data be stored:* Personal data stored to administer end-user access to the Services and acceptance of the end-user terms will be stored during the time period that it is necessary in order to fulfill the purposes with our processing, which is usually as long as the end-user is an active user and for a period of 12 months thereafter in order to fulfill any surviving terms of our agreement with our subscribers.

#### **To market our services to you through newsletters and events**

- *Categories of personal data:* Contact information such as name, email address; work-related data such as employer and title; information shared through email and information that you share with us in meetings or at events.
- *What we do with your personal data:* We process your personal data within the scope of our marketing activities toward you, as we provide relevant and tailored communication to you. We do not share your personal data with our affiliates and / or partners.
- *What legal basis do we rely on:* The processing is necessary for the purposes

of our legitimate interests to be able to market our services towards you. Shiftic' legitimate interest outweighs the data subjects' right to privacy as Shiftic processes personal data that is not characterized by sensitivity to data subjects' integrity and because the data subject has the right to object to the processing of his or her personal data for marketing purposes.

- *How long will the data be stored:* Personal data processed to contact you for marketing purposes will be stored for one year from the date when we collected your data or the date when we last used your data to contact you. You may at any time unsubscribe from our mailings. If you unsubscribe, you will no longer receive mailings. When our processing of your personal data is based on your consent you have the right to withdraw your consent at any time.

#### **To prevent fraud and other abuse**

- *Categories of personal data:* End-user information such as name, email address; usage data such as cookie information, browsing pattern, behavior on websites, and information you fill into online forms; device data such as IP address, internet service provider, browser type, operating system, and equipment used.
- *What we do with your personal data:* We process your personal data in order to prevent fraud and other abuse of our services or systems.
- *What legal basis do we rely on:* Processing is necessary for our legitimate interest of preventing fraud related to our services and ensuring that our services are not used for other purposes than intended and the continuance of the services, which overrides the interest of protection of your privacy.
- *How long will the data be stored:* We will store your personal data for the purposes to prevent fraud and other abuse as long as you are necessary to fulfill the purpose but no longer than one year.

#### **To comply with legal obligations**

- *Categories of personal data:* End-user information such as name, address, email address, phone number: and work-related data such as employer and title.
- *What we do with your personal data:* We process your personal data to comply with our legal obligations under applicable law, e.g. the Swedish Accounting Act as your login is a part of the basis for our invoicing or as otherwise set out below.
- *What legal basis do we rely on:* We need to process personal data to comply with our legal obligations under applicable legislation, such as the Accounting Act and to respond to your request to exercise your rights under the General Data Protection Regulation (GDPR).
- *How long will the data be stored:* We will store your personal data as long as necessary for us to fulfill our legal obligations. Personal data processed to fulfill legal obligations in the Accounting Act will be stored for seven years.

#### **To establish and defend legal claims**

- *Categories of personal data:* End-user information such as name, address,

email address, phone number: and work-related data such as employer and title.

- *What we do with your personal data:* In case of a dispute, we are entitled to process your personal data to establish, exercise, or defend the legal claim.
- *What legal basis do we rely on:* Processing is necessary for the purposes of our legitimate interests of the establishment, exercise, or defense of legal claims. In case of a dispute, we are entitled to process your personal data since we assess that our interest in safeguarding our interests in a dispute overrides your interest in the protection of your privacy.
- *How long will the data be stored:* We will store your data for the purposes of establishing or defending Shiftic against legal claims for as long as you can make legal claims against us. This means that we may store personal data during any warranty period and until any limitation period has expired. The general limitation period is ten years under the Swedish Act on Limitations.

#### **To enable mergers, divestitures, restructuring, reorganization, dissolution, and other sale or transfers of Shiftic' assets**

- *Categories of personal data:* End-user information such as name, address, email address, phone number: and work-related data such as employer and title.
- *What we do with your personal data:* In case of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of Hey Shiftic's assets we may need to process your personal data in order to enable such transfer. We will always have a confidentiality agreement in place prior to any disclosure to a third party.
- *What legal basis do we rely on:* Processing is necessary for the purposes of our legitimate interests of enabling mergers, divestitures, restructuring, reorganization, dissolution and other sale or transfers of Shiftic' assets which we assess overrides your interest in the protection of your personal data.
- *How long will the data be stored:* The personal data will be processed as long as necessary to fulfill the purpose of the processing. Personal data that is transferred to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Shiftic' assets will not be stored by Shiftic after such transfer unless required to fulfill any of the other purposes set out above.

#### **How do we collect personal data?**

We only process the personal data you provide us with or that the personal data we receive from the Subscriber.

Personal data is collected:

- When you create an account to use our services or create a new user for that account;
- When you submit user-interaction data to our services;
- When you contact our support team; and
- Through emails sent to and from Shiftic

### **What about automated decision-making?**

We do not use processes for automatic decision-making.

### **Retention of personal data**

We retain your personal data only for as long as necessary for the purposes for which we originally collected the data in accordance with this Privacy Notice.

When we no longer need to save your data, we will remove it from our systems, databases, and backups. The retention time depends on the context and cannot in all cases be specified, in that case, we will provide information about the factors deciding the retention time.

For more detailed information on how long we retain your personal data in relation to our purposes of the processing, see above.

### **Do you share the personal data with anyone else?**

We may share personal data with third parties that are trusted recipients and with whom we have an agreement ensuring that your personal data is processed in accordance with this Privacy Notice.

We may share data with:

- The Subscriber of the services used by you (e.g. your employer);
- Our subsidiaries and affiliates;
  - Third party service providers such as Clerk (Clerk, Inc.) (related to identity confirmation for log-in), Featurebase (Cordnet OÜ), HubSpot CRM (HubSpot, Inc.), Microsoft Azure OpenAI Service (Microsoft, Inc.) (only information a user provides).

In certain circumstances, we may also need to disclose personal data upon the request from authorities or to third parties in connection with court proceedings or business acquisition or combination processes, or other similar processes.

We will not sell your personal data.

### **Where do we use your personal data?**

Shiftic will process your personal data within the EU/EEA. However, we need to transfer personal data to third countries through our sub-processors who have sub-processors in the USA. If we would be required to transfer personal data to third countries, either directly or through our sub-processors, we will ensure that there is a legal basis for the transfer and that the level of protection is equivalent to that applicable within the EU/EEA, either by ensuring that the country has an adequate level of protection, that we have taken adequate protective measures such as the European Commission's standard contractual clauses, that you have given your explicit consent or that the transfer is necessary with regards to the purposes set out in article 49 of the GDPR.

### **Your rights under the GDPR**

In the capacity of data controller, we are responsible for ensuring that your personal

data is processed in compliance with applicable laws and that you can exercise your rights. You may contact us at any time if you wish to exercise your rights. You find our contact details at the end of this Privacy Notice.

We have an obligation to respond to your requests to exercise your rights within one month of receiving your request. If your request is complex or if we have received many requests, we have the right to extend this deadline to two more months.

However, please note that if we are acting on the instructions of the Subscriber, we are a data processor. When we are acting as a data processor, the Subscriber (e.g. your employer or client) is responsible for ensuring that your personal data is processed in compliance with applicable laws and that you can exercise your rights. In such instances, you may contact your employer/client at any time if you wish to exercise your rights but we will inform them if you reach out to us.

## **What are your rights?**

### **Your rights to access, rectification, erasure, and restriction**

You have the right to:

- to know what personal data we process about you;
- to request that we rectify inaccurate or incomplete personal data about you;
- to request that we erase your personal data (e.g. if the data are no longer needed for the purpose or if consent is withdrawn) or request that processing of the personal data be restricted;
- to object to specific processing of personal data;
- in some circumstances, to receive the personal data they have provided in machine-readable form, and to transmit them to another controller; and
- to lodge a complaint with the Swedish Data Protection Authority (Sw. Integritetsskyddsmyndigheten) if you are not satisfied with our processing of your personal data.

### **How do we protect your personal data**

We have taken appropriate security measures to protect your personal data against personal data breaches. Even though we work hard to protect your data, no security measures are perfect or impenetrable.

Should a security breach occur that may materially impact you or your personal data, e.g., risk of fraud or identity theft, we will contact you to explain what action you can take to mitigate potential adverse effects of the breach.

You are responsible for keeping your passwords confidential and avoiding others from observing your personal data when using our services in public spaces.

### **What about changes to the Privacy Notice?**

We have the right to make changes to this Privacy Notice at any time. When we make changes that are not purely editorial, such as formatting, typographical error



corrections, or other changes that do not materially affect you, we will inform you of these changes and what they mean for you before they become effective.

### **Contact details**

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

The best way to contact Shiftic AB, reg. no. 559451-2666 is by sending an e-mail to [legal@shiftic.com](mailto:legal@shiftic.com) or visit our website [shiftic.com](http://shiftic.com) for more information.