

# Information about how we process your personal information

## 1. Introduction

Cloetta Sverige AB will process your personal information, and we are the data controller for your personal information. Cloetta follows the General Data Protection Regulation <sup>1</sup>, that regulates the processing of personal data. The purpose of the law is to protect your personal integrity.

In this text we describe how we process your personal information and what your rights are.

## 2. What personal information do we process?

The personal information we process are the ones you give us:

- Contact details: name, address, email address
- Information about you: year of birth, gender, eating habits and taste preferences
- Information related to our products: reviews and attitudes about/to our products and concepts

## 3. For what purposes are your personal data processed?

In order for us to process your data, we must have an explicit and justified purpose and we must not process the data in a way that is incompatible with the original purpose. Your personal information will be treated for the purpose of administering the taste panel and send out surveys: administrating send-outs of surveys and analyse the data in an anonymous and aggregated format. We will use your contact details to send you products that you will taste if you have signed up to a test. In all our reports the results are anonymous.

We need a legal basis to treat your personal information. We process your information on the basis on your agreement regarding the membership in our taste panel. If your membership is terminated, we will, unless we need to retain your details to fulfil other legal obligations incumbent on us, remove your personal information.

Below follow the purposes we treat your personal information and the legal basis we do so by.

### 3.1 Administering taste panel

We treat your personal information to be able to administer your participation in our taste panel. We collect, store, and continuously update your personal information, and contact you when we have new product samples to be tested or when we want to send you incentives for your participation. Depending on which system we use, you can yourself update your personal information.

#### Legal basis

Contractual obligations with you (the conditions for your membership in the Taste Panel)

#### Personal information we process

Contact details and information about you

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<sup>1</sup> Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46 / EC (General Data Protection Regulation or GDPR).

**Length of time we store the information**

During the time you are a member of our panel

**3.2 Participation in our taste panel**

We process your personal details in order to send out product samples to you. We also collect and store your evaluation of the products and anonymize the results. We use and analyse the answers and use the data to make a decision on the product test.

**Legal basis**

Contractual obligations with you (the conditions for your membership in the Taste Panel)

**Personal information we process**

Contact details, information about you and information related to our products

**Storage**

Information related to our product will be deleted latest one year after the study is completed. The remaining information is stored as stated in section 3.1

**4. Who do we share information with?**

In some circumstances we will share your information with others. Below we describe when and why we do this. We want to highlight that we will never share your personal information unless this is required to administer any of the tasks described above, which we have a justified purpose and a legal basis for. We do not sell any of your personal information to others.

**4.1 Group companies**

Cloetta and its group companies work closely together to produce the tastiest and best products or to provide services to other group companies. We may therefore transfer your personal information to other group companies. We always sign a data processing agreement for processing that takes place between other group companies.

**4.2 Suppliers and other data processors who process your personal information on our behalf.**

We hire other external suppliers to provide our products and services.

When we use suppliers who process personal information on our behalf, we always sign a data processing agreement with the supplier. The data processing agreement states that the supplier (data processor) only may process personal information for purposes we decide and on certain instructions from us. Our supplier cannot do anything with your personal information which we have not explicitly instructed them to do. We also demand that the suppliers processing of personal information will be safe and correct.

**4.3 Transfer of information to suppliers in 'third countries'**

We sometimes need to transfer your personal data to suppliers who operates their whole or part of their business outside EU/EES, in a "third country". One reason for this is that the quality of some services are better at companies in third countries than within the EU.

We do not hire any suppliers in third countries if the country does not have an adequate security level or have taken appropriate protection measures for the transfer in accordance with the requirements of the GDPR.

We always ensure that the supplier enters into agreements with us where they undertake to comply with the regulations approved by the European Commission regarding the protection of privacy. If you want to read more about transfers to third countries, there is good information on the Privacy Protection Agency's website.

## 5. Your rights under the General Data Protection Regulation

You have certain rights in relation to Cloetta Sverige AB, as personal data controller for the company's processing of your personal data.

You have the following rights:

- Right of access (records extract) – a right to obtain confirmation and information about your personal data processing.
- Right to rectification - a right to have inaccurate data corrected.
- Right to erasure - a right to have data deleted. The right is limited to data which according to the law only may be processed with your consent, if you withdraw your consent and oppose the processing.
- Right to restriction of processing - a right to require the processing of personal data to be restricted, e.g., if you oppose the accuracy of the data. During the course of the investigation, Cloetta Sverige's access to the data is limited.
- Right to data portability - a right to have the personal data transmitted from one personal data controller to another. This right is limited to personal data provided by you.

If you believe Cloetta Sverige AB does not process your personal information in accordance with the General Data Protection Regulation, you also have the right to complain to the Swedish Authority for Privacy Protection, the supervisory authority in question, or another data protection authority.

### Contact details of the personal data controller

If you want further information on how your personal data is processed or want to exercise any of the above rights, please contact us:

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