

DATA PROTECTION POLICY

AB Mähler & Söner (Mählers) and its affiliated companies value your personal privacy, and we always strive to protect your personal data in the best possible way and to comply with applicable data protection laws and regulations. With this privacy policy, we want to inform you about how your personal data is processed by Mählers. This policy applies to all information collected in connection with your inquiry, order, purchase made with Mählers, through the use of our website, submitted forms, or subscriptions.

Who is responsible for your personal data

AB Mähler & Söner (556131-1290), Hotingsvägen 40, SE-883 95 Rossön, Sweden, is responsible for the processing of your personal data. You can contact our Data Protection Officer by phone at +46 624 512 350 or via email at gdpr@mahlers.se.

What personal data do we process

Mählers processes personal data that you have provided to us, that we collect via our website, or that we receive from a third party within our business network. When you make an inquiry or a purchase with us, you will provide information to us, likewise when you register in one of our forms. You may also provide information to Mählers for other reasons. The information you provide may include your name, image, IP address, personal identification number, contact and address details, personal preferences, phone number, etc.

For what purposes do we process your data

We process your contact information to manage inquiries from you and any agreements with you, as well as to provide information and service in connection with such inquiries and agreements. This may include expressions of interest in our services and products, training you choose to participate in, lotteries, competitions, or subscriptions. Your personal data may also be used for marketing, follow-ups, and for our sales and product development purposes to improve our services and products. If you do not wish to receive marketing and/or offers, please contact our Data Protection Officer. We also process personal data for statistical purposes to see how users utilize the website, analyze search behavior, and to show you personalized content. When you use our website, we will automatically collect and analyze your IP address, goods and services you have shown interest in, and your browsing behavior on our website. In this work, we use tools such as Google Analytics. Our analysis of profiling data gives us increased

Mählers creates accessibility and a safe traffic environment! The company is a leading provider of road maintenance equipment in the Nordic region, offering solutions for year-round use. Mählers was founded in 1895 and operates in Norway, Finland, and Sweden.

knowledge and understanding of our customers in general and also enables us to present offers directly on our website that we believe are relevant to you. We would like to note that Google Analytics has provided this website with the code "gat._anonymizeIp();" to guarantee the anonymous registration of IP addresses.

To prevent information about you from being stored via Google Analytics, you can use a browser extension, which you can find here: <https://tools.google.com/dlpage/gaoptout/>. When you use features on our website that allow you to post information or other material, please note that such information may also contain personal data. If your information contains data about other persons, you may only post such information if you have obtained their consent to provide it.

Legal basis for processing and storage period

Mählers always processes your personal data in accordance with applicable legislation. We process your personal data when it is necessary to fulfill an agreement with you and when we have another legitimate and justified interest in processing your personal data, such as an interest in marketing ourselves to visitors to the website or an interest in developing our website, services, and/or products. If we were to process your personal data for a purpose that, under applicable legislation, requires your consent, we will obtain your consent before starting such processing. The data we collect as stated above will be deleted when the purposes of the processing have been fulfilled.

Security for the protection of personal data

Mählers values high security for your personal data and has therefore taken appropriate technical and organizational security measures to protect your personal data from unauthorized access, alteration, dissemination, or destruction.

Restrictions on the disclosure of personal data

Mählers may engage external partners to perform tasks on our behalf, such as providing IT services or assisting with marketing, press release administration, analyses, or statistics. The performance of these services may mean that our partners, both within the EU/EEA and outside the EU/EEA, gain access to your personal data. Companies that handle personal data on our behalf must always sign an agreement with us to ensure a high level of protection for your personal data even with our partners. In relation to partners outside the EU/EEA, special protective measures are taken, such as signing agreements that include the standardized model clauses for data transfer adopted by the

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EU Commission, which are available on the EU Commission's website. Mählers may also disclose personal data to third parties, such as the police or other authorities, if it concerns the investigation of a crime or if we are otherwise obliged to disclose such data by law or official decision. Mählers will not disclose your personal data to any extent other than as described in this section.

Your rights and the right to lodge a complaint

You have the right, in accordance with applicable data protection legislation, to request access to the personal data processed about you at any time, to have incorrect personal data corrected, to request that Mählers stop processing and delete your personal data, to request the restriction of the processing of your personal data, to exercise your right to data portability, to withdraw consent to certain processing (where consent has been obtained), and to object to the processing of personal data. Please contact Mählers through the contact information for the Data Protection Officer.

If you want to change our handling of your data

If you wish to change our handling of your data and how we maintain contact with you, please contact our Data Protection Officer at gdpr@mahlers.se and describe your case and what data you want to change, such as unsubscribing from customer magazines or newsletters, removal from business registers, etc. Please note that in doing so, you may lose valuable information, such as warranties or other contract-bound services, as we lose all traceability to you.

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