

Trapets' privacy notice

Version 28 September 2022

Protecting the personal data of individuals is important to Trapets. We commit that the information we collect is only kept for as long as necessary to assist you in the use of this website, or for Trapets' B2B sales and marketing purposes as described in this privacy notice.

You	We
Visit our website	Store your IP for direct B2B marketing after you accept our cookie tracker
Request information by completing the contact form	Store your name and contact details for direct B2B Marketing

As Trapets delivers business-to-business services the use of this website will likely be for professional use. Trapets' services to our customers include processing by Trapets of personal data on behalf of our customers. Each customer is the data controller of that personal data and Trapets is a data processor. Such processing by Trapets is governed by the relevant customer contracts and is outside the scope of this privacy notice.

Trapets' website may contain links to other companies' websites or services with their own privacy policies. Trapets is not responsible for the processing of personal data carried out by such other companies' websites or services.

Trapets' collection and processing of data

Trapets's external website (www.trapets.com) allows Trapets to collect information on IP addresses and activities on the websites for all visitors, using cookies (see below for more information about cookies). Trapets's websites also allow the visitor to complete a form in which the user provides Trapets with certain personal data (name, e-mail address, phone number, and company) to be contacted by Trapets, and/or to sign up for Trapets newsletters, webinars or events, or to download material. To provide Trapets with any such information is voluntary. For visitors that have provided personal data to Trapets, Trapets may also collect other publicly available personal data (e.g. title /position or contact information), from publicly available sources such as LinkedIn or commercial sources. Trapets do not collect or process any sensitive data.

Trapets will process the collected personal data only for customer relationship management (CRM) and B2B sales and marketing purposes, including lead generation and lead nurturing, including the distribution of newsletters, on the legal basis that Trapets's processing is necessary for Trapets's legitimate interest of CRM and sales and marketing activities as described in this privacy notice.

Data Controller

The data controller for the processing of the personal data provided is **Trapets AB**, Swedish company registration no. 556586-4773, Kungsgatan 56, 111 22 Sweden.

Personal data provided will be processed by the data controller but may also be transferred to subcontractors of Trapets. To the extent any personal data is transferred to a third country, such transfer will be made in accordance with a valid mechanism under the GDPR.



Data subject rights

Each recipient of a newsletter may at any time elect to unsubscribe and will then no longer receive Trapets newsletters.

Each website visitor or other person (data subject) may at any time contact Trapets and request correction of any information regarding the data subject, which is incorrect or is no longer current. The data subject may also, following a written, signed application submitted to Trapets, to receive information regarding which personal data relating to the data subject is processed by Trapets and how Trapets processes that data.

If a data subject considers Trapets's processing of his/her personal data to be in breach of applicable legislation on processing of personal data, a complaint can be directed to the Trapets Data Protection Officer at dpo@trapets.com. A data subject may also lodge a complaint with the supervisory authority in his/her country of residence, or to the lead supervisory authority mentioned below.

Contact details

If you have any questions in regard to this or any other information relating to privacy, please do not hesitate to contact our Data Protection Officer at dpo@trapets.com.

Retention times

Personal data will not be stored for longer than necessary for the purpose of Trapets' CRM or B2B sales and marketing, or for compliance with legal requirements. As a general rule, this means that for Trapets customers, Trapets will store the personal data (names and contact details) of the relevant contact persons for the duration of the customer relationship, and for a reasonable time thereafter. For leads or prospective customers in Trapets' sales process and other contacts, Trapets will store the personal data for as long as deemed relevant depending on the contact. When the personal data is no longer required, Trapets will destroy or delete it in a secure manner. Trapets continuously removes or corrects personal data that we learn is incorrect or out of date.

Technical and organizational security measures

Trapets undertakes to take the technical and organizational security measures necessary in accordance with applicable national legislation in order to protect the personal data we process.

Cookies

Our website contains so-called cookies to personalise content and ads, to provide social media features and to analyse our traffic. Cookies are small text files that can be used by websites to make a user's experience more efficient. Our site uses different types of cookies. Some cookies are placed by third-party services that appear on our pages. All cookies other than those strictly necessary for the operation of our site are subject to your consent as required by law. You can at any time change or withdraw your consent from the Cookie Declaration on our website and otherwise user consent automatically expires after 12 months. More information about relevant cookies can be found in the cookie settings on our website.

You can block cookies

If you do not accept the use of cookies, you can change the settings in your browser in order to block cookies. However, then you will not be able to use any services which require you to log in.