

Privacy Policy for Representatives of Partners and Business Leads

Why does CellMark have a privacy policy?

CellMark AB (“CellMark” or “we”) cares about your privacy. Therefore, we always strive to protect your personal data in the best possible way and to comply with all applicable laws and regulations for the protection of personal data.

In the European context this is being governed by the EU-regulation called General Data Protection Regulation (GDPR) and in US California context by California Consumer Privacy Act (CCPA). Moreover, as CellMark is a company operating globally, there are several other data protection regulations to follow.

In this privacy policy, CellMark wants to inform you as a representative of a partner (i.e. customers, suppliers or agents) or business lead about how CellMark processes your personal data. We therefore inform you about, for example, the legal basis and purpose of the processing and how you can affect our processing of your personal data.

Who is responsible for your personal data?

CellMark AB, Swedish corporate identity number 556244-2433, with address [P O Box 11927, SE-404 39 Gothenburg, Sweden], telephone number +46(0)31-100 300 is responsible for the processing of your personal data (the controller).

You are welcome to contact our Data Protection Coordinator by calling telephone number +46(0)31-100 300 or sending an e-mail to dataprotection@cellmark.com if you have any questions or queries regarding CellMark’s processing of your personal data.

How and why do we process your personal data?

We conduct all our processing of your personal data for the following overall purposes:

- Partner relationship management with you as a representative of one of our partners;
- Communicate offers, news and updates to you by sending you our newsletters; and/or
- Approach business leads.

Our aim is to be as transparent as possible regarding how and why we process your personal data. We therefore give you information that is more detailed in the table below. In the table you can read about why we process your personal data (the purposes of processing), what personal data we process, our legal basis for processing your personal data and how long we process your personal data for each purpose. If any of the information stated changes, we will inform you and share our revised privacy policy with you.

For purposes of partner relationship management			
For what purposes do we process your personal data?	What personal data do we process?	What is our legal basis for processing your personal data?	How long do we process your personal data for the specific purpose?
To negotiate and close an agreement between the company you represent and CellMark.	Your name, contact details, company belonging and company role.	Our legal basis is our legitimate interest to get in contact with you as the representative of our partner for the purpose of being able to negotiate and close an agreement with you as a representative of the company you represent.	Until the negotiations are over and/or the agreement is entered into.
To communicate with you as the representative of our partner during the duration of the agreement with the partner.	Your name, contact details, company belonging, company role and IP address.	Our legal basis is our legitimate interest to get in contact with you as the representative of our partner for the purpose of being able to communicate with the company you represent.	As long as we have an agreement with the company that you represents, or until you or the company informs us that you shall no longer be the company's contact person.
To name you as reference on invoices to our partner, if this is required by the partner.	Your name.	Our legal basis is our legitimate interest to name you as reference when CellMark is invoicing the company you represent.	Your personal data will be stored and otherwise processed, in accordance with the applicable accounting and bookkeeping acts, regulations and/or rules.
To handle complaints and/or legal claims if you are the representative of the partner in a specific case or involved in the case/claim somehow.	Your name, contact details, company belonging, company role, information you have stated which is relevant within the framework of the claim and/or legal dispute.	Our legal basis is our legitimate interest to be able to process information about you in order to handle a complaint and/or legal dispute in which you are the representative of our partner.	In order to handle an actual claim and/or legal dispute your personal data will be stored for as long as the complaint or legal claim is ongoing.

To contact you as the representative of a former partner to us by e-mail and/or phone to try to re-initiate a partner relationship with the former partner.	Your name, contact details and company belonging.	Our legal basis is our legitimate interest to get in contact with you for the purpose of re-initiating a partner relationship with you and the company you represent.	Your personal data will be processed for a maximum of five (5) years after the partner relationship and our agreement with the partner has ended.
---	---	---	---

To communicate news and updates

For what purposes do we process your personal data?	What personal data do we process?	What is our legal basis for processing your personal data?	How long do we process your personal data for the specific purpose?
To send newsletters and relevant offers to you in the role as representative of a partner or former representative of a partner.	Your name, e-mail address and company belonging.	Our legal basis is our legitimate interest to send marketing to you. If you voluntarily have signed up to get our newsletters and offers we will send you newsletters and relevant offers based on your consent as legal basis.	When we process your personal data based on our legitimate interest to send marketing, we will process the information for a period of two (2) years after our relationship with a partner has ceased. If you have voluntarily signed up to get our newsletters, we will send these to you until you unsubscribe to our newsletter.

To approach business leads

For what purposes do we process your personal data?	What personal data do we process?	What is our legal basis for processing your personal data?	How long do we process your personal data for the specific purpose?
To contact, and communicate with you as representative of a company, which we consider as a business lead, a potential future partner and for	Your name, phone number, e-mail address and company.	Our legal basis is our legitimate interest to contact you in your profession as representative of a company, which we think would be interested in	Until we have used the personal data for the purpose we collected it for, i.e. for example until we have contacted you and you have declared that you are not interested, or until

similar sale and marketing purposes.		CellMark’s services or being a partner to CellMark in some other way.	we have sent an e-mail, invite or other marketing communication to you. However, we do not process your personal data for a longer period than twelve months from when we collected the data, if you have not told us that we can process it longer.
--------------------------------------	--	---	--

How have we assessed the balancing of interests when the legal basis for processing of your personal data is our legitimate interest?

For some purposes, CellMark processes your personal data relying on our legitimate interest as legal basis for the processing. When assessing the legal basis we rely on a balance of interests, through which we have determined that our legitimate interest for the processing outweighs your interest and your fundamental right not to have your personal data processed. We have stated what our legitimate interest is in the tables above. You are welcome to contact us if you want to read more about how we have done this assessment. Our contact details are as stated in the beginning of this privacy policy.

From who or where do we collect your personal data?

We collect the personal data that we process about you from you or from the company you represent. If your company is not already a partner to us, we collect your personal data from the internet or we have purchased your personal data from a third party selling relevant personal data.

Who can gain access to your personal data?

In order to fulfill the agreement with the company that you represent, send newsletter to you and to approach you as a business lead, we may share your personal data to other CellMark companies. We will also share your personal data with our selected internal and external IT suppliers and any other suppliers, however limited to the extent necessary to fulfill their obligations towards CellMark. If you want to know more in detail how we process your information, you may contact us at our contact information stated in the beginning of the privacy policy.

If you are representing one of our suppliers or agents, CellMark may also share your information with auditors in order to comply with applicable accounting laws if the partner you represent require that we name you on the invoice.

How do we store and transfer data?

As CellMark is an international group, we will store and transfer your personal data as well in the United States as in EU/EEA, or in the country to which your request concerns, in order to be able to fulfil your request. That is also the case when we may transfer your information to the country or countries, which you as a representative of one of our partners sell to or buy from as part of the agreement. The same will apply when you, as a part of the agreement, communicate with one of our offices wherever it is located.

We may also transfer your personal data outside to countries where our IT suppliers that processing the personal data on behalf of us as processors. The transfer is done in order for us to receive assistance with the IT-suppliers that provide cloud services and perform IT-support and maintenance for us. Depending on which country you work in and which country or countries which you as a representative of one of our partners sell to or buy from as part of the agreement, the suppliers that gains access to your personal data may vary.

Furthermore, your personal data may be transferred to a United States based Privacy Shield certified IT-supplier. According to a decision adopted by the European Commission, personal data may be transferred to a recipient in the United States if the recipient is Privacy Shield certified. Privacy Shield is an agreement between the EU and the United States, which rationale is to protect the fundamental rights of Europeans and to ensure legal certainty for businesses transferring personal data to the United States. American companies are able to sign up to be Privacy Shield certified with the U.S. Department of Commerce who will then verify that their privacy policies comply with the high data protection standards required by the Privacy Shield.

If we transfer your personal data to a recipient in a third country, we will always take suitable and appropriate actions to safeguard and protect how the personal data being processed.

For detailed information about which companies that will gain access to your personal data, you can contact us at the contact information stated in the beginning of this privacy policy.

How can you affect our processing of your personal data?

According to the General Data Protection Regulation (GDPR), you are entitled to a variety of rights regarding our processing of your personal data. You have the right of access, right to rectification and erasure of personal data. You also have the right to require restriction of processing as well as the right to object to the processing. You are also entitled to data portability and the right to submit a complaint to a supervisory authority. For a more detailed description of the data protection rights, please see below.

Right of access

In accordance the General Data Protection Regulation (GDPR), you are entitled to have the right of access. This means that you have the right to obtain confirmation as to whether or not personal data concerning you is being processed by CellMark and, where that is the case,

access to the personal data in accordance with the applicable data protection legislation. You also have the right to obtain a copy of the personal data that we process.

Right to rectification

If you believe the information CellMark processes about you is incorrect, you can request that CellMark corrects it. You have, without undue delay, the right to obtain the rectification of inaccurate personal data concerning you. Taking into account the purposes of the processing, you also have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

Right to erasure ('right to be forgotten')

If you believe that the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed, you may ask us to erase your information. You may also ask us to erase your personal data if:

- the processing of the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- you withdraw your consent on which the processing is based and where there is no other legal ground for the processing;
- you object to the processing where the legal basis is our legitimate interest, and there are no overriding legitimate grounds for the processing;
- the personal data have been unlawfully processed;
- the personal data have to be erased for compliance with a legal obligation in Union or EU Member State law to which CellMark is subject; or
- the personal data have been collected in relation to the offer of information society services.

CellMark will erase your personal data upon such request unless CellMark has the right to keep the personal data in accordance with the General Data Protection Regulation (GDPR).

Right to restriction of processing

You also have the right to ask us to restrict our processing where one of the following applies:

- the accuracy of the personal data is contested by you, for a period enabling CellMark to verify the accuracy of the personal data;
- the processing is unlawful and you oppose the erasure of the personal data and requests the restriction of their use instead;

- CellMark no longer needs the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defense of legal claims; or
- you have objected to processing pending the verification whether the legitimate grounds of CellMark overrides your legitimate grounds.

Right to object

You have the right to object to the processing of your personal data when the processing is necessary for the purposes of our legitimate interest.

You also have the right to object to our processing of your personal data for marketing purposes. That is the case for example when we send marketing to you as a business lead. If you object to marketing from us, your personal data will no longer be processed for marketing purposes.

Right to withdraw consent

At any given time, you have the right to withdraw all or part of a given consent on the processing of personal data when the legal basis for the processing is your consent. Withdrawal of consent may however have no effect on our processing of your personal data for the period prior to the recall took place. You can withdraw your consent by contacting us on the contact information stated in the beginning of the privacy policy.

Right to lodge a complaint to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the EU/EEA member state of your habitual residence, place of work or place of the alleged infringement of the General Data Protection Regulation. In Sweden, the supervisory authority is The Swedish Data Protection Authority.

Right to data portability

You are also entitled to receive personal data concerning you that you have provided to us in a structured, commonly used, machine-readable and interoperable format, and to transmit it to another controller (data-portability). This right will apply when:

- the processing is based on your consent; and
- the processing is carried out by automated means.

In exercising your right to data portability you have the right to have personal data transmitted directly from CellMark to another controller, where technically feasible.