

Privacy Policy for Web

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 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 about how we process your personal data when you use our website. We also inform you about the legal basis and purpose of the processing, and how you can affect our processing of your personal data. Our aim is to be as transparent as possible regarding how and why we process information about you. If any of the information stated changes, we will inform you and share our revised privacy policy on our website.

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).

If you have any questions or queries regarding CellMark’s processing of your personal data, 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.

What personal data does CellMark process and why?

Cookies

We use common internet technologies, such as cookies and web server logs. This means we process some basic information from all of you who browse our website. The information we collect includes browser type, language preference, referring site, additional website requested, Internet Protocol (IP) address, and the date and time of your request. The cookies do not collect any personal data. You can refuse the usage of cookies by manage your web browser settings.

Google Analytics

This site uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies to help site administrators analyze how you visit our website. Information collected by such a cookie will be forwarded to and stored by Google in servers in the United States.

The information will be used to evaluate and summarize your activity on the website, as well as to provide other services related to activities on the website and the use of the Internet.

We use cookies and Google Analytics to analyze user activity in order to gain insights about how to improve the functionality and user experience of the website.

Google may also transfer this information to the third part if required by law or where the third part processes information on Google's behalf. Google will not associate your IP address with other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes described above.

Contact forms

When you submit a contact form on our website, we process your name and email address. We also process any other personal data that you provide to us when contacting us. The processing of this data is necessary to fulfil our contact, i.e. for us to be able to answer on your request. If you do not provide this information, we will not be able to communicate with you and answer your questions. We may also use your personal data to send notices for direct marketing of our products and services.

Quote requests

When you request a quote in our product catalog, we process all information filled out in the form fields, such as name, company name, work title, country, state, address, phone number, city, zip-code and e-mail. We also process any other personal data that you provide to us in the free text comment field.

The processing of this data is necessary for us to provide for us to be able to answer on your request. If you do not provide the information, we will not be able to fulfil your quote request. We may also use your personal data to send notices for direct marketing of our products and services.

Share buttons for email and social media

This site uses buttons for sharing in email and social media. By using these buttons, you can share content via email and social networks such as Facebook, Twitter and LinkedIn. This means the social networking site may place a cookie on your computer. This may be and third-party cookie set by the social networking site. If you have any questions about the use of these third-party cookies, please check the Privacy Policy of the current social networking site.

Embedded content from other websites

Pages and posts on this website may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

For how long do we retain your personal data?

Your personal data will be processed by us for maximum one (1) year, or as long as we need the information to fulfil our contract, communicate with you or fulfil your request.

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. 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.

Who can gain access to your personal data?

In order to communicate with you or fulfil your request, we may share your personal data to other CellMark companies. We will also share your personal data with our selected external IT suppliers processing data on our behalf, however limited to the extent necessary to fulfill their obligations towards CellMark. If you want to know more in detail about how we process your information, you may contact us at our contact information stated in the beginning of this privacy policy.

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.

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 with 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 is 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; or
- the personal data must be erased for compliance with a legal obligation in Union or Member State law to which CellMark is subject.

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 in the role of your profession. 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 consent or on a contract; 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.