

Website Privacy Notice

Effective Date: 12 March 2025

This website is owned by, and the controller for the processing of your personal data is, CellMark AB, a Swedish company registered under no. 556244-2433, with address PO Box 11927, SE-404 39 Gothenburg, Sweden. For any questions regarding how we process your data, you can contact our Data Protection Coordinator as indicated below.

This Privacy Notice does not include information on the processing of personal data occurring when you are a current or potential business partner of ours, as well as when you apply for one of our jobs. For that, please go to <https://www.cellmark.com/about/privacy/>.

1. What personal data do we process and why?

We process your personal data when you browse our website, interact with contact forms, request quotes, or use social sharing features. Below, we explain how and why we process your data in these different scenarios.

When you browse our website

We collect certain technical and usage data to ensure the website functions properly and to analyze visitor activity. This includes:

- **Cookies and web server logs:** Browser type, language preference, referring site, pages visited, IP address, date and time of request. You can find the details of the cookies (names, duration, purpose) in the cookie banner, as well as in our [Cookie declaration](#).
- **Google Analytics:** We use Google Analytics to understand website traffic and improve usability. This involves collecting data about your website activity, which Google may store on servers in the United States. Data is stored for a maximum of one (1) year.

The cookie banner is provided by UserCentrics (CookieBot) and it is set to not drop any non-essential cookies before a choice is made – in other words, for non-essential cookies our legal basis is consent. There is also a button on every page so that you can revisit your choice.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

- Chrome: <https://support.google.com/accounts/answer/32050>
- Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>
- Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>
- Edge: <https://support.microsoft.com/en-us/windows/manage-cookies-in-microsoft-edge-view-allow-block-delete-and-use-168dab11-0753-043d-7c16-ed5947fc64d>

If you are using any other web browser, please visit your browser's official support documents.

When you use the contact form

If you submit a contact form on our website, we process the following data:

- **The fields** in the form, such as your name and email address
- **Any additional details** you provide in your message

We use this data to respond to your request. Without this information, we cannot communicate with you. Our legal basis to do this is your consent expressed through sending the form (GDPR Art. 6.1.a). The data is retained for one (1) year, or until your request is resolved if longer.

When you request a quote

When you submit a quote request via our product catalog, we collect:

- Your name, company name, work title, country, address, phone number, city, zip code, and email
- Any additional details you provide in the free text comment field

We process this data to respond to your request. If you do not provide the information marked as required, we cannot fulfill your quote request. Our legal basis for this is our legitimate interest to handle business inquiries (GDPR Art. 6.1.f). The data is retained for one (1) year, or until your request is resolved if longer.

When you use social sharing features

Our website may include buttons for sharing content via social media (e.g., Facebook, Twitter, LinkedIn). If you use these buttons, the social networking platform will place a cookie on your device. We do not control the processing of your data by these platforms. Please refer to their privacy policies for details.

When you interact with embedded content

Some pages on our website may include **embedded content** (e.g., videos, images, or articles from third-party sites). When you interact with this content, the third-party website may:

- Collect data about you.
- Use cookies or tracking technologies.
- Monitor your interactions if you are logged into their platform.

We do not control these third-party websites. Please refer to their privacy policies.

2. Who can gain access to your personal data?

We may share your personal data with:

- **Other CellMark Group Companies**, if necessary to fulfill requests.
- **IT Service Providers**, who provide hosting, analytics, and maintenance services (**acting as processors**).
- **Google**, for analytics purposes (Google acts as a processor).

- **Third-Party Social Media Platforms**, if you use sharing features (refer to their policies).
- **Legal Authorities**, if required by law.

3. Transfers of Personal Data

We may process your data within the EEA and the United States. If data is transferred outside the EEA, we ensure appropriate safeguards such as Adequacy decisions (Data Privacy Framework) or Standard Contractual Clauses (SCCs).

4. Your rights with regard to the processing of your personal data

- **Access:** Request a information about or a copy of the personal data we hold about you.
- **Rectification:** Correct or update inaccurate/incomplete data.
- **Erasure:** Ask us to delete data no longer needed or unlawfully processed.
- **Restriction:** Limit the processing of your data under certain conditions (e.g., if accuracy is contested).
- **Objection:** Object to processing based on legitimate interests; we will stop unless we have compelling grounds.
- **Portability:** Receive data you provided in a structured, commonly used format (for processing based on contract or consent).
- **Withdraw Consent:** If processing is based on your consent, you can withdraw consent at any time with effect for the future, without affecting prior processing.
- **Complaint:** Lodge a complaint with the data protection authority in your country.

To exercise any of these rights you can use the form available at <https://www.cellmark.com/about/privacy/>. Alternatively, you can contact us as mentioned below. We generally respond within one month, unless legally required to respond faster.

5. Updates to This Notice

We may update this Notice to reflect changes in our data practices or legal requirements. We will post any revised Notice on our website and indicate the “Effective Date” date at the top.

6. Contact Us

If you have questions about this Notice or wish to exercise any rights, feel free to contact us:

Email: dataprotection@cellmark.com

Phone: +46(0)31-100 300

Thank you for visiting our website!
