

# Introduction

This personal data policy applies within the Bonnier News business area, hereinafter referred to as "Bonnier News", "we", "us", etc. Please note however that if you use the Services of Bonnier Magazines & Brands AB, they have its own personal data policy (referred to as "Dataskyddspolicy") which is specifically adapted to its business - you can find it at [bonniermag.se](http://bonniermag.se). Bonnier News is included in the Bonnier Group ("Bonnier") with the parent company Bonnier AB (reg. no. 556508-3663). This personal data policy complements the central data policy applicable to Bonnier which is available on [www.bonnier.com/sv/page/kunddata](http://www.bonnier.com/sv/page/kunddata). The policy applies to such personal data as we compile via our digital platforms when you register for a subscription (physical or digital) or for a user account, apply to participate at any of our events and conferences, purchase a product online, participate in any of our competitions, or when you contact our customer service (the "Services"). We care about your privacy and it is important that you read the information on how we process your personal data. Contact details to us and our data protection officer are available under "CONTACT US".

Unless otherwise stated, the company within Bonnier News whose Service you use is the controller with respect to the use of personal data which is compiled via the Services it provides. Bonnier News comprises the following companies:

- AB Dagens Nyheter (reg no: 556246-8172) ("DN")
- Dagens Industri Aktiefbolag (reg no: 556221-8494) ("Di")
- AB Kvällstidningen Expressen (reg no: 556025-4525) ("Expressen")
- Sydsvenska Dagbladets Aktiefbolag (reg no: 556002-7608). Sydsvenska Dagbladets Aktiefbolag also includes the brands Sydsvenskan, Helsingborgs Dagblad and Tidningen Hallå, jointly referred to as "HD-Sydsvenskan"
- Bonnier Business Media Sweden AB (reg no: 556468-8892) ("BBM"). BBM includes a number of the brands' websites, including [resume.se](http://resume.se), [netdoktor.se](http://netdoktor.se), [vainsights.se](http://vainsights.se) and [underlakare.se](http://underlakare.se); a complete list is available under "CONTACT US".
- Bonnier Magazines & Brands AB (org. nr. 556012-7713) ("BMB"). BMB's data protection policy is available at [bonniermag.se](http://bonniermag.se).

We use information that we compile about our customers and users for five main reasons:

- to provide the Services (including improvements and adaptations), i.e. to ensure that users and customers have access to, and are able to use, the Services;
- to provide our users and customers with personally tailored Services;
- to verify that the Services are used in accordance with applicable regulations and conditions, satisfy statutory requirements and security requirements;
- to communicate with our users and customers in respect of the user/customer relationship, including both administrative communication such as feedback in a customer service matter and marketing communication focused directly to you, if permitted by law; and
- to market services and certain advertising, in our own services and websites which are financed through advertising revenue.

For the above purposes, we combine information which we compile in order to provide you with a smoother, more consistent and personally tailored experience. The advertisements that you see on our websites may be chosen based on information about you which we combine and process in order that you see advertisements that we believe may be relevant to you. We combine information about, for example, your location, your age group or content in which you have shown interest, and our current user or customer relationship (depending, for example, on whether you are currently a subscriber or use a free account). In order to better protect your privacy, we have built in technical and organisational safeguards to prevent certain combinations of data. We do not combine information which may be related to a specific individual in order to display

advertisements; rather, the advertisements displayed are based on information which is kept separate from such information; this is referred to as pseudonymisation.

Supplemental terms may apply with respect to some of the Services that we offer. Kindly read them when you sign a subscription with us, book an event, choose to participate in competitions, download an app, buy a product or service, or register a user account.

We are a part of Bonnier, within which we share administrative systems and engage in customer support and quality-assured analysis of data. Accordingly, we share certain personal data about our users and customers with Bonnier AB in accordance with this policy.

Read more about how we use personal data and how we protect your rights by clicking on the links to the various sections below.

## The personal data we compile

We compile personal data in order that our Services will function efficiently and provide you with the best possible experience. Some of the data is provided by you directly, for example when you complete a form when ordering a subscription or when you register for and create an account in an app or on our websites, when you administer your user account in respect of a Service, apply to attend an event, register for a newsletter, buy a product from an online store or contact us for support. We obtain some of the data by registering how you interact with our Services and products, for example through use of technology such as cookies on our websites and through information to which we obtain access via the unit (such as mobile telephone, computer or tablet) you use when you obtain our Services, such as IP address, language settings and push settings.

We can also obtain data from external companies or authorities, referred to as third-party sources. Such third-party sources may vary over time but have previously included:

- Data brokers from whom we purchase demographic data in order to supplement information we have compiled;
- In conjunction with the use of a Service which requires payment, we compile the name, personal ID number, address details and means of payment from payment service providers such as Bisnode and Klarna in order to confirm your identity and address details;
- Social networks where you afford a Service access to your data in one or more networks, for example if you have chosen to identify yourself via Facebook or LinkedIn we compile data from your public Facebook or LinkedIn profile. We also compile information from social media about our visitors in order to display relevant advertisements on, for example, Facebook.
- Partners with whom we collaborate in order to offer Services or to participate in joint marketing activities; we can, for example, obtain data from sponsors with whom we collaborate at any of our events;
- Publicly available sources, for example open public authority databases or other data which is available to the general public, such as SPAR (The State's Personal Address Register).

If you do not provide data which is necessary to gain access to the Services or a particular function, there is a risk that you will be unable to use the specific Service or function.

The data we compile depends on the context for your interactions with us, your choices, including your computer or mobile phone privacy settings and the functions you use in the Services. The data we compile may include the following:

- **Name and contact details.** We compile your first name and surname, email address, postal address, telephone number, delivery address and other similar contact details.
- **Authentication details.** We compile encrypted versions of passwords, password hints, personal ID numbers and other similar security information used for authentication and account access.
- **Demographic data.** We compile information about you, for example age and gender.
- **Information to carry out transactions.** We compile information which is necessary to process your payment in conjunction with any purchase, which may include means of payment number (for example, credit card number) and associated security code or bank account number.
- **Purchase history.** We compile information about your purchases, subscriptions, amounts, time of purchase and offers which you take up.
- **Unit and use data.** We compile data about your unit and how you and your unit interact with Bonnier and our Services. For example, we compile information on how our Services are used, i.e. we compile data about the functions you use, products you purchase and the websites you visit. This also includes the settings you make and the software configurations you use most. We also compile information about the unit, the connection and configuration, i.e. data about the unit and the network you use to connect to our Services. This may include information about IP addresses and language settings.
- **Interests and favourites.** We compile data about your interests and favourites, for example which shares you monitor through a financial app, and your favourites among the news articles you store on your profile on your user account. In addition to the information which you expressly provide, your interests and favourites can also be derived or linked from other information which we compile, for example based on purchase and reader history.
- **Miscellaneous.** We also compile information which you provide to us and the content of messages which you send to us, such as feedback and reviews you write, or questions and information you submit in customer service matters. When you contact us, e.g. for customer support by telephone or chat sessions with our representatives, the conversations will be monitored and recorded for our mutual security and to continuously evaluate our customer service encounter.

Note that if you request that we do not contact you by email, we will retain a copy of your email address in our distribution blocked list to ensure that you do not receive undesired mailouts in the future.

In the product-specific sections below, "Specifically about some of our Services", we describe in greater detail how we compile and process personal data with respect to several specific Services.

## How we use personal data

We use information that we compile about our customers and users for five main reasons:

- to provide the Services (including improvements and adaptations), i.e. to ensure that users and customers have access to, and are able to use, the Services;
- to provide our users and customers with personally tailored Services;
- to verify that the Services are used in accordance with applicable regulations and conditions, satisfy statutory requirements and security requirements;
- to communicate with our users and customers in respect of the user/customer relationship, including both administrative communication such as feedback in a customer service matter and marketing communication focused directly to you, if permitted by law; and
- to market services and certain advertising, in our own services and websites which are financed through advertising revenue

For the above purposes, we combine information which we compile in order to provide you with a smoother, more consistent and personally tailored experience. The advertisements that you see on our websites may be chosen based on information about you which we combine and process in order that you see advertisements that we believe may be relevant to you. We combine information about, for example, your location, your age group or content in which you have shown interest, and our current user or customer relationship (depending, for example, on whether you are currently a subscriber or use a free account). In order to better protect your privacy, we have built in technical and organisational safeguards to prevent certain combinations of data. We do not combine information which may be related to a specific individual in order to display advertisements; rather, the advertisements displayed are based on information which is kept separate from such information; this is referred to as pseudonymisation.

- **Providing and improving the services.** We use information to provide the Services, manage the customer relationship, develop and improve the Services' function and provide customer support. Examples of such use include the following:
- **Providing products and Services.** We use information in order to carry out your purchases from us and to provide you with our Services such as subscriptions, premiers, events and courses, including providing contact in conjunction with events and courses, and to display personalised content and provide customer support. We will verify your age, payment details and your account when registering as a subscriber or user of our applications via the email you stated when registering.
- **Product improvement.** We use data to improve our existing Services, among other things by updating functions and obtaining an increased understanding as to how we can improve your user experience. For example, we use error reports in order to improve security functions, user behaviour, search questions and clicks on our websites to improve the relevance of search results, to determine which new functions should be prioritised, the content on websites and placement of relevant content for you on our websites.
- **Business Intelligence.** We process personal data in order, through our joint group analysis function at Bonnier AB, to develop aggregated analyses and Business Intelligence which enables us to operate and protect our business and to take well-founded decisions. The fact that at Bonnier we possess a centrally coordinated and quality-assured analysis capability ensures correct and safe processing of our customers' personal data for permitted purposes, as described in greater detail in this policy, and in Bonnier AB's joint personal data policy for analyses, which you can read on [kunddata.bonnier.se](http://kunddata.bonnier.se).

**Personalised services.** Several of our Services entail that you obtain access to a more personalised experience which is based on what we know about you and about your activities, interests and favourites, as well as your location. The information is analysed and grouped based on our joint group analysis function at Bonnier AB pending selection, prioritisation and planning of contacts with the customer/the user so that you receive personalised services and offers which may be of interest to you. One or more markers about the type of adaptation of web services and market communication focused on the user are linked to the information; this is referred to as personalisation.

**Security and regulatory compliance.** We use information in order to protect our products, services and customers' security by discovering and preventing fraud, for example double take up of offers, to resolve disputes and perform our agreements. We use information in order to comply with applicable legislation such as the Swedish Accounting Act (Sw: bokföringslagen). Note that we may delete content which you have published via, for example, a comment function, if it violates our user terms for a specific Service. For example, we store the information we compile when a user is not logged in (authenticated) separately from customer-specific account information which identifies you, such as your name, email address or telephone number. When analysing customer views, product development, personalisation, trends, statistics and for similar purposes, we primarily use anonymous data which does not consist of personal data;

alternatively, we use pseudonymised data which cannot be linked to a specific individual without supplementary information being used.

**Communication.** We process personal data in order to communicate with you. For example, we may contact you by email, telephone or otherwise to inform you when a subscription is about to expire; to notify you when security updates are available; to remind you that you still have products in your shopping cart; to get back to you in a customer service matter; to inform you that you need to take a measure to keep your account active; to deliver a newsletter which is included in your subscription or in which you have expressed interest; or to inform you of offers which may be of interest to you. Read more about how you manage your contact details, email subscriptions and campaign messages under the heading "HOW TO ACCESS AND CHECK YOUR PERSONAL DATA". You are always entitled to object to direct marketing; read more under the section "YOUR INDIVIDUAL RIGHTS".

**Marketing and advertising.** We use personal data which you provide to us when you register a user account, carry out a purchase and use our Services and websites to provide you with relevant marketing and certain advertising which you may be interested in when you visit our websites and subscribe to our newsletters. The information is analysed and grouped with the support of our joint group analysis function at Bonnier AB. This allows us to direct interest-based advertising to our users who visit our websites. When you visit our websites, some of the cookies we place on your computer will be advertising cookies, which are specifically intended to remember how you navigate on the Internet and which websites you visit; this is in order to make the advertising more relevant and effective. This is used to enable us to understand the types of sites you are interested in. We can thereafter display recommendations about products and services or advertisements based on your perceived interests. For example, if you have shown particular interest in travel, you may see travel advertisements and/or advertisements for products/services associated with travel.

It is important to remember that none of the technicians we use with respect to interest-based advertising compile information about your name, address, email or telephone number.

The advertisements you see on our websites may be based on data about you which we process, for example your interests and favourites, your location (if you have consented to our using such data), your purchases, how you use our products and services, search questions or content shown to you. The advertisements may also be based on other information which we learn about you through the use of demographic data, use data from our Services and websites and from the websites and apps of our advertisers and partners.

We share anonymous behaviour data about our users with our advertisers and other companies with whom we collaborate with respect to advertising, including companies which sponsor content which is marked by "Sponsored by", "Paid content/Paid by" or "Content from advertisers/From our advertisers". Anonymous data comprises information which cannot be connected to an individual since references and links to users have been removed. This means that when you visit other websites, the website may display advertising based on your behaviour on our websites. We can also display advertisements on our websites which are based on your behaviour on other websites.

Behaviour-based retargeting is another form of interest-based advertising which allows us and several of our advertisers to display advertising for you based on your reader and click patterns on a website which is not controlled by Bonnier. For example, if you visit an online clothing store, you may see advertisements from the same store which shows offers or the products that you have found on our websites. This allows companies to direct advertising to you if you leave their website without making a purchase. You can thereby be reminded, for example through an advertisement on DN.se, about the product or service you chose not to buy.

Advertising on mobile units may require compilation and sharing of unit information, such as the type of unit you possess, with companies that purchase advertising space on our mobile applications.

**Other purposes.** If we plan to use personal data for a new purpose, other than as described in this policy, you will be informed of such use before, or in connection with, compilation of the personal data and we will request your permission or, where required, your consent. Alternatively, we will request your permission and/or consent after such compilation has taken place but before we use your personal data for a new purpose.

## Reasons why we share your personal data

It may sometimes be necessary for us to share your personal data with other companies in our group or with companies who perform services on our behalf, to enable us to deliver the Services you have requested.

In those cases where we share information about you with our providers, we have ensured that such companies comply with our requirements regarding personal data processing as described in this policy. The providers are not entitled to use personal data they receive for any purpose other than as described in this policy.

The payment information which you provide to carry out a purchase is shared by us with banks and other institutions that process payment transactions or deliver other financial services, and to prevent fraud and reduce credit card risks. Examples of such providers include Klarna and Dibs.

We also share information with companies that we retain to provide customer service support, marketing and traffic measurement and for assistance in protecting and securing our systems and services, where they require access to personal data in order to provide such assistance. We will disclose personal data as part of a joint transaction, for example a merger or sale of assets. When participating in an event, your personal data may be shared with sponsors who have sponsored the event or the conference.

We also share necessary personal data with Bonnier AB in order to facilitate your contact with the correct customer support, personalised Services, interest-based advertising and to improve our Services, as described in greater detail under the section "HOW WE USE PERSONAL DATA".

When you use our Services you can choose to share articles via social media via a social plug-in (for example, a share button). When you share information via a social plug-in, your browser will transfer unit data to the social medium, such as date and time of the sharing, the type of unit you use, your operating system and IP address, URL for the visit, as well as information regarding the article you share. For more information about how relevant social media process the information you provide via social plug-ins, we encourage you to read the respective social medium's terms and personal data policies.

Finally, we may need to disclose or store your data when we believe that doing so is necessary to:

1. comply with laws or legal processes and to disclose information to the police and other competent authorities;
2. protect our customers, for example to prevent junk mail or attempted fraud;
3. manage and maintain the security of our products, including preventing or stopping an attack on our systems or networks;
4. protect rights or property belonging to Bonnier, including performance of the terms which determine your use of the Services. When necessary, we refer the matter to the police for further action.

Note that some of our websites contain links to external companies, for example to offers regarding products and services, whose personal data policies differ from Bonnier's. If you provide personal data in any of these products, your personal data is processed in accordance with their respective personal data policy; we recommend that you read such policy before disclosing data to an external company. We are not responsible for the use of your personal data by such external companies.

## How to access and check your personal data

The way in which you access or check your personal data depends on which Services you use. Through your browser settings or push settings on your telephone, you can monitor for example cookie history and location information. In certain cases you can independently edit information which you have provided via your user account, such as your email address.

You are always welcome to contact us via our customer service with any questions concerning the processing of your personal data. Read more about how to proceed under "YOUR INDIVIDUAL RIGHTS" and "CONTACT US".

### Your communication settings

If you receive advertising messages from us by email or text message and wish to unsubscribe from them, you can do so by following the instructions in the message. Note that such subscription cancellation does not apply to other communication which is required to enable us to provide the Services, such as communication regarding changes or updates to user terms.

**Your advertising settings.** If you wish to receive more information about interest-based marketing and how you can decline to receive it, kindly visit [youronlinechoices.com](http://youronlinechoices.com) or [networkadvertising.org](http://networkadvertising.org) (if you visit our US websites).

### Browser-based controls

- **Cookie controls.** Relevant browser-based cookie controls are described in our Cookie policy.
- **Tracking protection.** Certain browsers have a function called Tracking Protection which blocks content from third parties, including cookies, from all websites which you place in the tracking protection list. By limiting calls to these websites, the browser limits the information which such third-party sites can compile about you

### User accounts

- **Create and use your personal user account.** When you create a personal user account upon registration or by making a purchase from us, we ask for certain personal data. We will allocate you a unique customer ID for identifying your account and associated information. Your login information can, in certain cases, be used to log into user accounts provided by other companies within Bonnier News. The company which provides the Service is responsible for the use of your personal data. If you have already provided any of our sister companies with information for a user account, you do not need to personally create a new account; instead, we will obtain relevant account details from our joint customer register.

- **Login.** When you log into your user account, we create a registration of the login, including date and time, information about the product you logged into, IP address and any error messages.

## Your individual rights

It is important that you understand your rights regarding the processing of your personal data, as stated below. Contact information about whom to contact to protect any of your rights is available under "CONTACT US".

You have the following rights:

- If processing of personal data is based on your consent, you are entitled at any time whatsoever to withdraw your consent to future processing of your personal data .
- You are entitled, free of charge, to request access to a copy of your personal data (referred to as a register extract), request rectification of incorrect information and, under certain circumstances, request that your personal data be deleted.
- You are entitled to demand that we limit the processing of your personal data during the period we are required to investigate any objections from you or if we lack any legal ground to continue processing but you do not wish the information to be deleted, or if we no longer need the information but you require it in order to assert your rights.
- In certain cases you are entitled to data portability, i.e. to receive personal data which has been provided through you, in a structured, generally usable and mechanically readable format and to be able to transfer such to another controller of personal data in those cases where our entitlement to process your personal data is based either on your consent or on performance of an agreement with you.
- You are entitled, in certain cases, to object to the use of your personal data with the consequence that we must possibly cease the processing unless we can show compelling justifiable reasons which outweigh the interest in not processing the personal data.
- You are entitled, at any time whatsoever, to object to direct marketing, with the consequence that we may no longer continue to use the data for this purpose.
- You are entitled to complain to a data protection authority. The Swedish Data Protection Authority (Sw: Datainspektionen) is the authority in Sweden which exercises supervision over the manner in which we, as a company, comply with legislation.

When we process your personal data, we do so on a needs basis in order to provide the Services you use, to conduct our business, to perform our contractual and statutory obligations, to protect our systems and customers or to satisfy other legitimate interests as described in the sections above entitled "HOW WE USE YOUR PERSONAL DATA" and "REASONS WHY WE SHARE YOUR PERSONAL DATA", or, when so required, with your consent.

It costs nothing to exercise your rights. We answer requests about your rights and enquiries about access to or deletion of your personal data within, as a starting point, 30 days. The measures are taken within a reasonable time which, depending on the circumstances, may be up to 3 months. We reserve the right to charge a reasonable fee or decline to take any measure in the event of an unreasonable or manifestly unfounded objection or request.

## Security for your personal data

We employ a number of security technicians and security methods to protect your personal data from unwanted access, use and disclosure. For example, personal data which you state on a computer system to which there is restricted access is stored in protected premises. In

conjunction with the transfer of extremely sensitive data (for example, credit card numbers and passwords) via the Internet, we provide protection of such data through encryption. In those cases where our providers use subcontractors, we conduct regular audits of such subcontractors to ensure that processing takes place in accordance with this policy and our security routines.

## Why we store and process personal data

The processing of personal data primarily takes place within the EU/EEA, including compilation, storage, destruction, etc. In certain cases we use providers who are established outside the EU/EEA, such as for distributing newsletters and for development and maintenance of our systems, which allows the provider access to personal data. In those cases where processing of personal data takes place outside the EU/EEA, there is a statutory basis therefor by means of the EU Commission having established in a decision that the country ensures an adequate level of protection for the processing of personal data or that other applicable security measures are in place. We primarily use standardised model clauses that are approved by the EU Commission and are accessible on the Swedish Data Protection Authority's website.

## How we store your personal data

We store personal data for the time necessary for the reasons for which they are used, e.g. for such time as required to enable us to provide the Services; to maintain and improve the performance of existing Services; to distribute necessary communication and market communication; to engage in development of our Services; and to perform our statutory obligations. Since needs can vary as regards different types of data and with respect to different types of Services, products and contexts, the period in which we store the information may vary.

The criteria that determine how long personal data will be stored are:

- the reason we use the data, i.e. if we use the data to meet statutory requirements, it is stored for a longer time than, for example, contact information for direct marketing;
- the type of data involved, i.e. sensitive data such as a food allergy is stored for a shorter period of time than, for example, contact information;
- the way in which the data is stored, i.e. data which is not pseudonymised is stored for a shorter period of time than information which is pseudonymised;
- our relationship with you, i.e. whether you are an existing, former or potential user/customer or whether you are visiting us without being logged in.

We are entitled to use your contact details for direct marketing during such time as we have a user or customer relationship and for a certain period of time after our user or customer relationship has ended, provided you have not objected thereto; read more under "YOUR INDIVIDUAL RIGHTS". We store your details for up to 2 years following conclusion of the Service. If your contact details are connected to a company that you represent, for example in conjunction with an event, your contact details may be stored to direct marketing to you for up to 36 months after the concluded event. We may contact potential customers by telephone in order to market our Services and products. If you choose not to enter into a customer relationship with us, we store the contact details for up to 3 months from the date of contact.

If you have registered a user account, we use your data regarding, for example, interests and favourites, reader and purchase history, until such time as you close your account and for up to 2 years thereafter, if you do not request that we delete certain data. We store data in order to process complaints and to analyse user and customer behaviour with the aim of improving our Services and for interest-based marketing. Data which is stored for analysis and is used for interest-based marketing is kept separate from information which shows the person to which the information relates.

Your personal data is deleted or anonymized when it is no longer relevant for the purposes for which it has been compiled. In conjunction with analyses of customer views, trends, etc. we use anonymous data which does not comprise personal data, alternatively pseudonymised data which cannot be attributed to a particular individual without additional data which requires specific measures.

Your personal data is stored for longer than stated above in those cases where we are obliged to do so pursuant to any law, ordinance or public authority decision or to retain data which must be retained in order to resolve a dispute or if you have consented thereto. We use your data for marketing only if permitted by law and you have not objected thereto.

## Changes to this personal data policy

We will update our personal data policy as needed to reflect customer feedback and changes to our Services. When a policy is updated, the date of the latest update is changed at the top of the policy and the changes are described at the bottom of the page under "CHANGE HISTORY", whereupon the changes enter into force.

In the event of major changes to the policy or in the way we use your personal data, where so required by law you will be notified via an announcement on the website or by email before the changes enter into force. Please read this personal data policy from time to time to stay updated as to how we at Bonnier protect your personal data and your privacy.

## Contact us

If you have questions about the status of your personal data, a complaint or a question to our data protection representative, you can contact us by using the following contact information. For all personal data controllers, the address to the data protection officer is [dataskyddsbud@bonniernews.se](mailto:dataskyddsbud@bonniernews.se).

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### Personal data controller DN

Dagens Nyheter AB (reg no: 556246-8172)  
105 15 Stockholm  
Website: <https://kund.dn.se/kontakta-oss/>  
Email: [kundservice@dn.se](mailto:kundservice@dn.se)  
Telephone: 08-738 26 00

### Personal data controller Di

Dagens Industri AB (reg no: 556221-8494)  
105 15 Stockholm  
Website: <https://pren.di.se/pren/min-sida/>  
Email: [kundservice@di.se](mailto:kundservice@di.se)  
Telephone: 08-573 651 00

### Personal data controller Expressen

AB Kvällstidningen Expressen (reg no: 556025-4525)  
105 16 Stockholm  
Email (not magazine subscribers): [kundservice@expressen.se](mailto:kundservice@expressen.se)  
Customer service contact for our magazine subscribers:  
<https://expressenmagasin.prenservice.se/Kundtjanst>  
Telephone: 0770-457 195

**Personal data controller HD-Sydsvenskan**

Sydsvenska Dagbladets AB (reg no: 556002-7608 )  
205 05 Malmö or Helsingborgs Dagblad 251 83 Helsingborg  
Website: <https://www.sydsvenskan.se/kundservice/#!/kontakt/>  
or <https://www.hd.se/kundservice/#!/kontakt>  
Email: [kundservice@sydsvenskan.se](mailto:kundservice@sydsvenskan.se) or [kundservice@hd.se](mailto:kundservice@hd.se)  
Telephone: 040-93 41 00 eller 042-489 90 89

**Personal data controller BBM**

Bonnier Business Media Sweden AB (reg no: 556468-8892)  
Torsgatan 21, 113 21 Stockholm  
Website: <http://bbm.bonnier.se/kontakt/>  
Email: [kundservice@bbm.bonnier.se](mailto:kundservice@bbm.bonnier.se)

The following websites are provided by BBM.

VA.se

Dagensmedicin.se

Dagensmedisin.no

Resume.se

nordic.businessinsider.se

aktuellhallbarhet.se

lagochratt.se

fastighetsnytt.se

fastighetsjobb.se

resumeinsikt.se

vainsights.se

insiktmedicin.se

management360.se

netdoktor.se

underlakare.se

businessarena.nu

bbm.bonnier.se

nordicmediainsights.com

bonnieracademy.se

vardensledarskapsakademi.se

blogg.resume.se

bonnierpharmainsights.se

vafinans.se

Lyfepond.se

Medibas.se

NetdoktorPro.se

## Specifically regarding some of our Services

Presented below is specific information about some of our services to which we would particularly like to draw your attention. To find out in greater detail which personal data we compile, why and the way in which we use the data, reference is made to the information in the sections above.

### **Conferences and events**

We arrange conferences and events with the aim of creating a meeting place for, among other things, networking within the business community.

If you apply to attend a conference or an event which we arrange together with one or more of our partners/sponsors, you also approve that your personal data will be used in accordance with the specific terms applicable to participation. Note that when applying for a conference or an event you may be required to provide us or our cooperation partners with particularly sensitive information, such as information about special food or allergies, for booking and provision of the event. We will process such data pursuant to the consent you provide when booking participation in the event. Note that your contact details may also be shared with sponsors who participate in the event.

### **Specifically regarding offers and benefits**

We provide offers and benefits for users and customers on specific platforms, such as [uptack.dn.se](http://uptack.dn.se), [stjarnklubb.sydsvenskan.se](http://stjarnklubb.sydsvenskan.se) och [hdpasset.hd.se](http://hdpasset.hd.se). Through newsletters, we may invite you to take advantage of the offers and benefits on the website. In order to take advantage of the offers, you are linked to external websites belonging to the companies who provide the offers. Note that we are not responsible for such companies' use of your personal data, and you should always read their personal data policies and terms.

### **Specifically regarding forums and health apps**

**Mitt Kök.** Mitt Kök is a recipe platform provided by Expressen. If you choose to create a user account on Mitt Kök, you are afforded the opportunity to upload a profile picture, describe yourself and provide information on how other users can contact you via your social media such as Twitter, Facebook and Instagram. Mitt Kök uses data to provide recipe platforms and to communicate with you via newsletters. You close your account by contacting us ( [mittkok@expressen.se](mailto:mittkok@expressen.se)) or personally inactivating your account; read more about how to store your data under the section "How we store your data".

**Wellie.** Wellie is a health app which is provided by Expressen in which you have the possibility to monitor your eating, exercise and to be inspired to well-being. If you choose to create a subscription on Wellie you may, if you wish, provide information about your weight and height and also about your exercise, eating and well-being, in order to more effectively utilise all of the Service's functions. We will process this data pursuant to the consent which you provide to us when you fill in information for your subscription to a Wellie account.

### **Specifically regarding work-related Services**

In respect of our Services focused on individuals in their professional life, we compile data about titles and any specialisation, workplace and job sector. We use this information in order to adapt relevant offers to you in your professional life and to be able to deliver products to your workplace.

## **Change history**

Maj 2018: Clarification as a consequence of the new General Data Protection Regulation ("GDPR") entering into force on 25 May 2018. The updated Personal Data Policy will enter into force automatically in respect of all existing customers and visitors on 25 May 2018. Your continued use of our Services from that date will be governed by the new Personal Data Policy. The policy has also been revised to be concise, clear and comprehensible, as well as simpler to read and understand.