



Privacy Notice

Welcome to the website of Atjoo AB, Aurorumvägen 1C, Luleå, Sweden. Atjoo AB is a Swedish company registered under org. No.: 559330-8389 ("us", "we", "our", or "Atjoo AB"). Atjoo AB is committed to protecting your privacy. This notice describes how we collect and use your personal data. It also describes the rights you have and control you can exercise in relation to it.

If you have any questions about Atjoo AB ' use of your personal data, please use the following contact:

Email: benyam.angeria@atjoo.com

Phone: +46 72 210 97 97

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1. What Personal Data We Collect

In the context of our activities, we, as data controller, determine the means and purposes of processing personal data collected via <https://atjoo.com/>. We collect the following personal data:

Identity and contact data: your name, position, role, company or organisation, telephone (including mobile phone number where provided) as well as email and postal address;

Browsing and connection data: IP address, source hostname (which domain the form was submitted from), timestamp.

2. How we use your personal data

We use your personal data for the following purposes:

2.1. Business relationship: managing and administering our relationship with you, your company or organisation including keeping records about business contacts, services so we can develop our relationship and communication;

2.2. Website browsing: to check the website and our other technology services are being used appropriately and to optimise their functionality;

2.3. Online security: protecting our information assets and technology platforms from unauthorised access or usage and to monitor for malware and other security threats;

2.4. Legitimate interest: to pursue the legitimate business interests listed in the “Legitimate Interests” section of this notice below.

2.5. Marketing Communications: to send you newsletters, updates, and other information about our services, but only where you have provided your explicit consent for us to do so.

3. Our reasons for using your personal data

We will process your personal data for a number of reasons:

you have given us consent: (via consent box in our contact form);

- *this is necessary to comply with legal or regulatory obligations;*
- *processing is necessary for our legitimate business interests or those of a third party:* provided this does not override any interests or rights that you have as an individual. Our legitimate interests are listed in the next section.

4. Legitimate interests

We have legitimate business interests in:

- providing services;
- managing our business and relationship with you or your company or organisation;
- understanding and responding to inquiries and client feedback;
- understanding how our clients use our services and websites;
- identifying what our clients want and developing our relationship with clients;
- improving our services and offerings;
- enforcing our terms of engagement and website and other terms and conditions;
- ensuring our systems and premises are secure;
- developing relationships with business partners and managing our supply chain;
- sharing data in connection with acquisitions and transfers of our business.

5. With whom do we share your data?

We share your information as with others as follows:

- **Suppliers:** who support our business including IT and communication suppliers, outsourced business support, marketing and advertising agencies. Our suppliers have to meet minimum standards as to information security and they will only be provided data in line with their function;
- **Law enforcement bodies and our regulators:** or other competent authorities in accordance with legal requirements or good practice;
- **Third parties:** in the context of the acquisition or transfer of any part of our business or in connection with the business reorganisation.

6. Where will your information be held?

We process and store your personal data on servers located in the European Economic Area.

7. How long do we keep your data?

We will retain your information as necessary to comply with legal, accounting or regulatory requirements.

8. Your rights

You have the following rights under the GDPR:

- **Access:** you are entitled to ask us if we are processing your data and to receive a copy of your data: whenever possible, you can access, update or request deletion of your personal data;
- **Correction:** you are entitled to request that any incomplete or inaccurate personal data we hold about you is corrected;
- **Erase:** you are entitled to ask us to delete or remove personal data in certain circumstances. There are also certain exceptions where we may refuse a request for erasure, for example, where the personal data is required for compliance with law or in connection with claims;
- **Restriction:** you are entitled to ask us to suspend the processing of certain of your personal data about you in cases you do not want them to be erased;
- **Data portability:** you have the right to ask us to provide you with a copy of the information we have regarding you in a structured, machine-readable and commonly used format;
- **Objection:** you have the right to object to our processing of your personal data – upon your justified objection, we will cease any further processing under Article 6(1)(f) of the GDPR;
- **The right to withdraw consent:** you have the right to withdraw your consent at any time where we relied on your voluntary consent to process your personal information. To unsubscribe from our marketing newsletters, you can withdraw your consent by sending an email with your request to benyam.angeria@atjoo.com.
- **The right to lodge a complaint** about our collection and use of your personal data with the competent supervisory authority.

If you want to exercise any of these rights, please contact us as at the relevant email address stated above.

9. Personal data about others

In some cases, you may provide personal data to us about other people (such as your customers or employees). You must ensure that you have legal grounds to that disclosure.

10. Security

We will hold your information securely in line with physical, technical and administrative security measures. However, the transmission of information via the internet is not completely secure. Although we will take reasonable measures to protect your personal information, we cannot guarantee the security of your information transmitted and any transmission is at your own risk.

11. LocalStorage technology

We use localStorage technology on our website to improve the performance of the website and to create a better user experience for the website users.

Detailed information can be found in our Notice on localStorage technology.

12. Changes to this Notice

We may update this Notice from time to time. We will notify you of any changes by posting the new Notice on this page.

You are advised to review this Notice periodically for any changes. Changes to this Notice are effective when they are posted on this page. The date at the bottom of this Notice indicates when it was last updated.

This Privacy Notice was last updated on 7th of July, 2025.