



## Big Image's Privacy Policy

At Big Image, we protect your privacy and strive for a high level of protection of the data we collect and process. Our Privacy Policy explains how we collect and use your personal data. It also describes your rights and how you can assert apply them.

So that you will feel confident in our processing of your personal data, it is important that you take note of and understand the Privacy Policy. You are always welcome to contact us if you have any questions or issues arise.

### Personal Data

“Personal data” refers to all kinds of information that can be directly or indirectly attributed to a living physical. Encrypted data and various different types of electronic identities (such as IP numbers) are personal data if they can be associated with natural persons.

### Processing of Personal Data

Processing of personal data is everything that occurs with personal data. Any action taken with personal data is an act of processing, irrespective of whether it is performed via automated means or not. Examples of commonly occurring processing include the collection, registration, organising, structuring, storage, processing, transfer and deletion of personal data.

### Responsible party

Big Image Systems Sweden AB, company registration number 556131-1456, address Pontongränd 3, SE-183 68 Täby, is the data controller responsible for the company's processing of personal data.

### What sources do we obtain your personal data from?

In addition to the information you provide to us or we collect from you based on your purchases, we may also collect personal data from someone another party (whom we refer to as “third parties”). The information we collect from third parties may be as follows:

- Address details from public records, in order to verify we have the correct address details for you.
- Credit information, such as from credit reference agencies, banks, or business and credit information agencies.

### Whom do we provide your personal data to?

In situations where it is necessary for us to offer our services, we share your personal data with companies that are data processors for us. A data processor is a company that processes the information on our behalf and according to our instructions. We have data processors who assist us with:

- Shipments (logistics companies and freight forwarders)
- Payment solutions
- Marketing (print and distribution, newsletters)
- IT services (companies that manage operations, technical support and the maintenance of our IT solutions)

When your personal data is shared with a data processor, it is only for the purposes that are consistent with the purposes for which we have collected the information, for example to fulfil our obligations under the sales contract.

Personal data may also be disclosed by Big Image if it is necessary in order to comply with applicable legal requirements or requests from governmental authorities, in order to protect Big Image's legal interests, or to detect, prevent or call attention to fraud, plus other security-related or technical issues.

Big Image does not and will not sell your personal data to third parties

## The Personal data Big Image collects & for what purposes

Purpose	Processing that is carried out	Categories of personal data
In order to process orders/purchases.	<ul style="list-style-type: none"> <li>• Delivery (including notification and contact regarding delivery).</li> <li>• Management of payments.</li> <li>• Address verification.</li> <li>• Handling of any complaints or warranty obligations.</li> </ul>	<ul style="list-style-type: none"> <li>• Name.</li> <li>• Civil registration number (personal ID identification number) (in the event of sole proprietorship).</li> <li>• Contact details (e.g. address, e-mail address and telephone number).</li> <li>• Payment history.</li> <li>• Payment Information.</li> <li>• Credit information from credit reference and credit information agencies.</li> <li>• Purchase information.</li> </ul>
<p>Legal basis: Fulfilment of the sales contract. This collection of your personal data is required in order to enable us to fulfil our obligations pursuant to the sales contract. If the information is not provided, our commitments cannot be fulfilled and we would therefore be compelled to decline the purchase.</p>		
<p>Retention period: Until the purchase is fully completed (up until payment has been made) plus for a period of 36 months thereafter, in order to deal with any complaints that may arise and warranty obligations.</p>		

Purpose	Processing that is carried out	Categories of personal data
In order to fulfil the company's legal obligations.	<ul style="list-style-type: none"> <li>• Requisite collection and/or processing for compliance with the company's legal obligations pursuant to legal requirements, judgments from a court, or administrative decisions of public authorities.</li> </ul>	<ul style="list-style-type: none"> <li>• Name.</li> <li>• Civil registration number (personal ID identification number) (in the event of sole proprietorship).</li> <li>• Contact details (e.g. address, e-mail address and telephone number).</li> <li>• Payment history.</li> <li>• Payment Information.</li> <li>• Details of the purchase date, any defects, problems or complaints.</li> </ul>
<p>Legal basis: Legal obligation. This collection of your personal data is required by law. If the information is not provided, our legal obligation cannot be fulfilled and we would therefore be compelled to decline the purchase.</p>		
<p>Retention period: Until the purchase is fully completed (up until payment has been made) plus for a period of 36 months thereafter.</p>		

Purpose	Processing that is carried out	Categories of personal data
In order to obtain news from Big Image as well as customise relevant marketing materials.	<ul style="list-style-type: none"> <li>• News from Big Image in the form of newsletters.</li> <li>• Create targeted ads</li> <li>• The creation of a personally customised content, via e.g. case, product recommendations, product information and other similar measures that simplify things for you.</li> </ul>	<ul style="list-style-type: none"> <li>• Name.</li> <li>• E-mail address</li> <li>• Purchase History</li> <li>• Telephone number</li> <li>• IP address, device information, log files.</li> </ul>
<p>Legal basis: Legitimate interest. The processing is necessary in order to respond to our and our customers legitimate interest in Big Image goods &amp; services.</p>		
<p>Retention period: Until the purchase is fully completed (up until payment has been made) plus for a period of 36 months thereafter, in order to deal with any complaints that may arise and warranty obligations.</p>		

## **How long do we retain your personal information?**

We do not retain your personal data for longer than is necessary for each respective purpose. See more about specific retention periods under each respective purpose.

## **When do we process your personal data?**

In order for you to be able to visit our website, purchase our goods or services, or to contact us for service or information, we will need to collect and process personal data about you.

Big Image collects and processes personal data when a price quote is submitted to you, or when an expression of interest is made to Big Image. The information collected from you with a price quote or a purchase is required so that you will be able to enter into a contract with Big Image and to enable Big Image to provide its services.

We also collect and update your address details via third-party services for address updating.

## **Protecting Your Personal Data**

It is important for us that you feel safe when you submit your personal information to us. Therefore, Big Image has taken the security measures needed to protect your personal data from unauthorised access, modification or deletion. For example, all information concerning customers is stored in a database that is protected by access control management and a firewall.

## **Your Rights**

Big Image is responsible for ensuring that your personal data is processed in accordance with applicable laws.

Big Image will, at your request or on its own initiative, correct, remove or identifying information/disassociate, delete or supplement information that is found to be incorrect, incomplete or misleading.

### **You are entitled to request**

*Access to your personal data.* If you want more detailed knowledge as to how we process your personal data, you are entitled to request access to the data (in the form of a registry extract). If we receive a request for access, we may ask for additional information in order to ensure the proper handling of your request and that the information is disclosed to the correct person.

*Correction of your personal data.* Upon your request, we will promptly correct the incorrect or incomplete information we process about you.

*Deletion of your personal data.* This means that you are entitled to request that your personal data be removed if its retention is no longer necessary for the purpose for which it was collected. There may be legal requirements however, in accounting or tax laws for instance, that mean that we can not immediately delete your personal data. In such case, we will cease with the processing being done for purposes other than complying with the legislation.

*Restriction of processing.* This means that your personal data will be marked so that it can be processed only for certain defined and limited purposes. For instance, you can request a limitation of the purposes when you think your information is incorrect and you have requested a correction of your personal data. During the time the accuracy of the data is being investigated, its processing will be limited.

*Right to object to some type of processing.* You are entitled to not receive direct marketing and to object

to all collection, processing and of personal data based on a balancing of interests. If you object to such processing, we will only continue the processing if there are legitimate reasons for the processing that carry heavier weight than your interests.

*Direct Marketing.* If you do not want your personal data to be used for direct marketing, you are always entitled to object to such processing by sending an e-mail to [info@bigimage.se](mailto:info@bigimage.se). Once we receive your objection, we will cease the processing your personal data for such marketing purposes.

*Right to data portability.* This entails that you are entitled, under certain conditions, to extract and transfer your personal data in a structured, widely-used, and machine-readable format to another data controller. A prerequisite for the data portability is that the transfer is technically feasible and that it can be done in an automated manner.

### **Cookies**

We use only technically necessary cookies on our website. These cookies are required for the website to function properly and cannot be disabled. Currently, we use one cookie named `pll_language`, which stores your selected language preference to ensure the website is displayed in the correct language when you revisit. This cookie is stored for one year. Our website does not use any third-party cookies.

### **Contact**

Do not hesitate to contact us if you have any questions about our Privacy Policy, the processing of your personal data, or to request an extract from the registry. Our contact information can be found below.

Big Image Sweden AB  
Pontongränd 3  
SE-183 68 Täby  
[contact@bigimagesystems.com](mailto:contact@bigimagesystems.com)