



## PRIVACY POLICY

We at Electronic Parking AB, org. Sen. No. 556871-1450 ("ePARK", "we", "us" and "our"), we care about your privacy and want you to feel confident about how we handle your personal data when you use our parking services and other related services we offer (the "Services"). In this privacy policy, we inform you about how we process your personal data and what rights you have in relation to our processing of your personal data.

Summary – How do we process your personal data?

Here you can read a summary of how we process your personal data. Further down in this document, you will find more detailed information about our various personal data processing operations. Clicking on the links below will take you directly to the detailed information.

[If you use our Services via ePARK Quick](#) , we process your personal data in order for you to be able to use our Services.

[If you create an account](#) through our mobile application or through our website, we process your personal data to:

- create and administer your account
- provide our Services (in logged in mode)
- enable the marking of favourite parking zones
- save data related to your parking history, payments and parking permits
- enable the processing of your payments
- Send and analyze customer satisfaction surveys.

[If you have consented to receive personalized advertisements from us](#), we process your personal data in order to display personalized advertisements and offers on other websites and social media that you visit.

[If you receive direct marketing from us.](#) we process your personal data in order to send you mailings and, if you have consented, also to improve and develop our mailings (through analysis of how you open and what you click on in our mailings).

[If you visit our website](#) and give your consent, we analyse how our website is used and for the website to function and remember your choices.

[In order to improve and develop our Services](#), we process your personal data by analyzing how you use various functions on our website and in our mobile app.

[If you register for one of our events](#), we process your personal data to administer your participation in the event.

[To comply with legal requirements](#). In some cases, we process your personal data in order to comply with the requirements of the Marketing Act and to comply with the rules of the Accounting Act.



[In order to communicate with you and respond to questions, complaints, legal claims or the like](#), we process your personal data in order to:

- handle customer service matters
- communicate with you via our AI assistant
- handle unpaid invoices
- handle any claims, complaints and similar matters

We also process your personal data to [prevent, detect and investigate misuse of your account and our Services](#).

You have a number of different rights in relation to our processing of your personal data, including: the [right to object](#), [the right to complain to the Swedish Authority for Privacy Protection](#), [the right to withdraw your consent](#), and [the right of access](#). More information about these and other rights you have can be found at the end of this Privacy Policy.

Feel free to use our summary above and the table of contents below to click through to the part you want to know more about. If you have any questions or would like to exercise any of your rights, please feel free to [contact us](#).

Information about the processing of your personal data

Click on the headings below to read more about:

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[How have we carried out our balancing of interests when the legal basis is our legitimate interest \(balancing of interests \(Art. 6\(1\)\(f\) GDPR\)?](#)

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[What rights do you have when we process your personal data?](#)



## Data controller and contact details

Electronic Parking AB, org. No. 556871-1450, is responsible for the processing of your personal data (data controller) as described in more detail in this privacy policy.

If you have any questions about these processing or if you want to exercise any of your rights that we describe under the heading [What rights do you have when we process your personal data](#) , you are welcome to contact us by [emailing\\_privacy@epark.se](mailto:emailing_privacy@epark.se) or sending a letter to Electronic Parking AB, Anders Carlssons gata 14, 417 55 Gothenburg.

## Where do we collect personal data about you from?

The personal data that we process about you is primarily personal data that you provide to us. For example, we collect personal data about you when you create an account with us, use our app or website or use our Services, and when you contact us. In some cases, we also collect information about you from the state's personal address register (SPAR). This is done in order to ensure that we have the correct information about e.g. address. We also receive personal data from e.g. Property owners (both municipal and private) and parking operators in order to check the parking provided against an active parking permit when required.

## What happens if you don't provide us with your personal data?

Some of the personal data that you provide to us is necessary for us to be able to provide our Services to you and to fulfil our obligations under [the Terms of Use](#). An example of this is that we cannot provide our parking service if you do not provide information about your registration number. The personal data that you must provide to us is set out in the detailed information about our various personal data processing operations below.

## Who do we share your personal data with?

Your personal data is primarily processed by us at ePARK. In order to provide our Services, we may need to share your personal data with parking operators. This is necessary so that the parking operators can check that your vehicle is parked correctly and that you have paid for the parking. The parking operators only process your personal data on our behalf in our capacity as our data processor. In order to be able to offer you some of our Services, we also need to share your personal data with our partner Mysafety, who helps us provide parking insurance.

Depending on the payment method you have chosen, we also share information about you with our payment service providers and our invoice providers, who are independent data controllers for their processing of your personal data. In the event that an invoice has not been paid on time, we may need to share personal data about you with our partner Intrum, who will help us handle a possible debt collection process. Intrum is an independent data controller for its processing of your personal data.

Furthermore, we share your personal data with our external IT suppliers in order for us to be able to manage our obligations to you and conduct our business. Our IT suppliers only process your personal data on our behalf in our capacity as our data processor and only have access to the



data to fulfil their obligations to us. We share your personal data with our IT suppliers for all purposes, which is why we do not explicitly state this in the box "Recipients of your personal data" in the tables below.

In addition to the above, we share your personal data with certain other categories of recipients, read more about these in the tables below.

### **Do we transfer your personal data outside the EU/EEA?**

As a general rule, we and our data processors process your personal data within the EU/EEA. However, when we use the services of Google, LinkedIn, Meta, Intercom, ActiveCampaign (which provides the Postmark service) or Zendesk, your personal data is transferred to the United States. These transfers take place on the basis of a so-called adequacy decision of the European Commission pursuant to Art. 45 of the GDPR, which is called the [EU-US Data Privacy Framework](#). This means that the European Commission has assessed that the US has an adequate level of protection with regard to the businesses that have certified themselves under the EU-US Data Privacy Framework. You can find Google's, LinkedIn's, Meta's, Intercom's, ActiveCampaigns and Zendesk's respective certifications [here](#), by searching for their respective companies.

In some cases (in which specific cases this is relevant is shown in the tables below), we use service providers who in turn transfer your personal data outside the EU/EEA to a country that does not have an adequacy decision or service providers in the USA that are not certified according to the EU-US Data Privacy Framework. Your personal data will then be transferred on the basis of the European Commission's standard contractual clauses (Art. 46(2)(c) GDPR). In these standard contractual clauses, different modules can be used depending on the role of the person transferring the personal data and the role of the person receiving the personal data. Most often, Module 3 of the Standard Contractual Clauses will be used (Processor to Processor) and otherwise Module 1 (Controller to Controller) or Module 2 (Controller to Processor). You can find the standard contractual clauses [here](#). In cases where legislation or similar in the country outside the EU/EEA in which the recipient of the personal data operates affects how the standard contractual clauses are intended to work, we/our suppliers will take additional protective measures to ensure adequate protection of your personal data.

If you would like more detailed information about the transfer of personal data outside the EU/EEA, you are welcome to contact us.

### **Detailed description of how we process your personal data**

In the following, you can read in more detail about the purposes of our various processing, the categories of personal data we process, the legal bases for the processing, the storage periods, and the recipients of your personal data.

### **If you use our Services via ePARK Quick**

In order to provide our Services, we need to process personal data about you. Many of our Services require you to have an account with us. However, with limited functionality, the services can be used even without an account via ePARK Quick. How we process your personal data when you use the Services via ePARK Quick is described in the table below.



If you use our Services while logged in, the personal data processing set out under the heading "If you create an account with us" below applies.

| To provide our services via ePARK Quick   |  |   |
|---|--|---|
| What treatment we perform   | Personal data processed  | Legal basis   |
| Provide our Services to you.<br>Manage your purchase of our Services and make payments.   | <ul style="list-style-type: none"><li>• Registration number</li><li>• Geographic location</li><li>• Contact details (name, mobile number, postal address and email address)</li><li>• Choice of payment method</li><li>• Payment details</li><li>• Parking data, e.g. date and time of completed parking and choice of parking zone.</li></ul> | Performance of a contract (Art. 6(1)(b) GDPR)<br><br>The processing is necessary to provide our Services via ePARK Quick to you and thus fulfil our agreement with you. |
| Storage period: We process your personal data for the duration of your use of our Services via ePARK Quick and for 12 months from your last activity.   |  |   |
| Recipients of your personal data: We share your personal data with our payment service providers and with parking operators who process your personal data as independent data controllers. They will inform you separately about the personal data processing for which they are responsible. Depending on which Service you use, your personal data may also be shared with Mysafety. |  |   |

### If you create an account with us

If you choose to use our Services by creating an account with us, we need to process your personal data in order to create and administer your account and to be able to provide you with our Services. If you do not provide the information required in our registration form, we will not be able to create an account for you with us at ePARK.



| To create and administer your account  |   |  |
|--|---|--|
| What treatments we perform   | Personal data processed   | Legal basis  |
| <p>Create a login to your account.</p> <p>Manage your account.</p> <p>Verify your identity through BankID.</p> <p>Communicate with you about your account, such as if you want to reset your password.</p>   | <ul style="list-style-type: none"> <li>• Name</li> <li>• Personal identity number (where applicable when we need to identify you via BankID)</li> <li>• User details for your account (including login password (password is stored encrypted))</li> <li>• Contact details (name, mobile number, postal address and email address)</li> </ul> | <p>Performance of a contract (Art. 6(1)(b) GDPR)</p> <p>The processing is necessary to create and administer your account in accordance with our <a href="#">Terms of Use</a> and thereby to fulfil our agreement with you.</p> <p>The processing of social security numbers is necessary to be able to make a secure identification of you via BankID.</p> <p>If you do not provide your name, social security number, and contact information, we cannot fulfill our obligations and we must therefore deny you an account with us at ePARK.</p> |
| <p>Storage period: We process your personal data during the time you have an account with us. If you have an account with us and have been inactive for at least 12 months, we will stop processing your personal data and delete your account. If you choose to deregister your account, your account details will be deleted 30 days after deregistration.</p> |   |  |

| To provide our Services (in logged in mode)  |  |  |
|--|--|--|
| What treatment we perform  | Personal data processed  | Legal basis  |
| <p>Verify whether you are eligible to use our Services, e.g. if you have a parking permit within a certain parking zone.</p> <p>Provide our Services to you.</p> | <ul style="list-style-type: none"> <li>• Login details</li> <li>• Registration number</li> <li>• Contact information (mobile number, postal address and email address)</li> <li>• Geographic location</li> <li>• Choice of payment method</li> </ul> | <p>Performance of a contract (Art. 6(1)(b) GDPR)</p> <p>The processing is necessary to provide our Services to you and thus fulfil our agreement with you.</p> |



|  |   |  |
|--|---|--|
| <p>Manage your purchase of our Services and make payments.</p>   | <ul style="list-style-type: none"><li>• Payment details</li><li>• Employment data (if applicable, when you have used our Services via ePARK Business)</li><li>• Parking data, e.g. date and time of completed parking and choice of parking zone.</li><li>• Address details, vehicle owner details and other similar information required in cases where we need to verify your right to access our Services, such as a parking permit.</li></ul> |  |
| <p>Storage period: We process your personal data for the duration of your use of our Services and for 12 months from your last activity. If you choose to deregister your account with us, your personal data will be stored for 30 days after deregistration.</p>   |   |  |
| <p>Recipients of your personal data: We share your personal data with our payment service providers who process your personal data as independent data controllers. They will inform you separately about the personal data processing for which they are responsible. Depending on which Service you use, your personal data may also be shared with parking operators, property owners and Mysafety. They will then process your personal data as independent data controllers and will inform you separately about the personal data processing for which they are responsible.</p> |   |  |



| To enable favoriting of parking zones   |   |  |
|---|---|--|
| What treatment we perform   | Personal data processed   | Legal basis  |
| Enable you to save parking zones within which we provide our Services by ticking them as favourites.  | <ul style="list-style-type: none"> <li>• UserID/UserID</li> <li>• Information about parking zones that you have marked as favourites</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in being able to offer you a function in order to be able to save the parking zones that you have marked as favourites.</p> |
| Storage period: We process your personal data during the time that you have an active account with us and as long as the parking zone(s) that you have marked as your favourite are active. |   |  |

| To save information related to your parking history, payments and parking permits                 |   |  |
|---|---|--|
| What treatments we perform  | Personal data processed   | Legal basis  |
| To be able to show you information about your parking history, payments made and parking permits. | <ul style="list-style-type: none"> <li>• Name</li> <li>• Registration number</li> <li>• UserID/UserID</li> <li>• User details for your account (including login password (password is stored encrypted))</li> <li>• Contact details (mobile number, postal address and email address)</li> <li>• Geographic location</li> <li>• Parking data, e.g. date and time of completed parking</li> <li>• Information about the choice of payment method, payment history and other similar payment details</li> <li>• Active parking permits</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in being able to offer you a function to be able to save information about parking history, payments and parking permits.</p> |



Storage period: We process your personal data for the duration of your account with us and for 12 months from your last activity. If you choose to deregister your account, your personal data will be stored for 30 days after deregistration.

### To enable the processing of your payments

| What treatments we perform   | Personal data processed  | Legal basis  |
|--|--|--|
| Provide a quick and easy way for you to manage and complete your payments. | <ul style="list-style-type: none"><li>• Name</li><li>• Registration number</li><li>• Personal identity number (where applicable when we need to identify you via BankID)</li><li>• Employment data (if applicable, when you have used our Services via ePARK Business)</li><li>• Information about choosing a payment method</li><li>• Payment details</li><li>• User details for your account (including login password (password is stored encrypted))</li><li>• Contact details (mobile number, postal address and email address)</li></ul> | <p>Performance of a contract (Art. 6(1)(b) GDPR)</p> <p>The processing is necessary to fulfil our agreement with you, which also includes the possibility of making payment for parking.</p> <p>The processing of social security numbers is necessary to be able to make a secure identification of you via BankID.</p> |

Storage period: We process your personal data for the duration of your account with us and for 12 months from your last activity. If you choose to deregister your account, we will delete your personal data 30 days after deregistration.

Recipients of your personal data: We share your personal data with our payment service providers and our invoice provider, who process your personal data as independent data controllers. They will inform you separately about the personal data processing for which they are responsible.



| To send and analyze customer satisfaction surveys   |   |  |
|---|---|--|
| What treatments we perform  | Personal data processed   | Legal basis  |
| Send customer satisfaction surveys via email so that you have the opportunity to influence our service offering in general and analyze the results of the customer satisfaction survey.                               | <ul style="list-style-type: none"> <li>• Email address</li> <li>• The responses you provide to the customer satisfaction surveys.</li> <li>• Which parking operator you used the first time you used our Services and which city/zone the parking operator is affiliated with.</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in being able to send and analyze customer satisfaction surveys in order to enable you to influence our service offering in general and for us to improve our service offering.</p> |
| Storage period: We process your personal data until we have analysed the results of the relevant customer satisfaction survey (normally 3 to 6 months after we have received your response) and 12 months thereafter. |   |  |

**If you have consented to receive personalized ads from us**

| To display personalized ads from us on other pages that you visit   |  |  |
|---|--|--|
| What treatments we perform  | Personal data processed  | Legal basis  |
| <p>Promote our Services by displaying advertisements and offers that we think will be of interest to you. We show marketing tailored to you on LinkedIn, <a href="#">Google</a>, <a href="#">Facebook</a> and/or <a href="#">Instagram</a> as well as other websites that you visit. We do this based on information these parties have about you in the past and information we have collected.</p> <p>We may display ads by using Google, <a href="#">LinkedIn</a> and/or <a href="#">Meta marketing services</a>.</p> <p>We will collect your data using cookies and similar</p> | <ul style="list-style-type: none"> <li>• IP address</li> <li>• Your geographic location</li> </ul> <p>Next, you'll see search results and advertising banners based on:</p> <ul style="list-style-type: none"> <li>• analysis of how you use our website, and</li> <li>• information that the marketing services have about you from before, e.g. from which website you came from before you landed on our website</li> </ul> | <p>Consent (Art. 6 (1) a) GDPR)</p> <p>We obtain your consent in order to provide you with customized marketing that is relevant to you based on the information we have collected about you, e.g. things that you have shown interest in on our website.</p> <p>You have the right to <a href="#">withdraw your consent</a> at any time. Your withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.</p> <p><a href="#">Here</a> you can make choices about the marketing you see from Google and <a href="#">here</a> you can read</p> |



|   |  |  |
|---|--|--|
| <p>technologies. You can read more about our use of cookies <a href="#">here</a>. You can choose to set your browser to refuse non-essential cookies.</p>   |  | <p>more about your choices on LinkedIn. <a href="#">Here</a> you will find more information about your choices on Instagram and <a href="#">here</a> on Facebook under the heading ad settings you can choose which marketing you want to see on Facebook.</p> |
| <p>Storage period: You will see marketing from us for 90 days from your last visit to our website.</p>  |  |  |
| <p>Recipients of your personal data: If you consent, we will share your personal data with Google, LinkedIn and Meta (Facebook and Instagram) which we use to show you personalised ads and offers. Google, LinkedIn and Meta process your personal data on our behalf as our data processor, but also process your personal data as independent data controllers. They will inform you separately about the personal data processing for which they are responsible. You can read more about their personal data processing and how long they store your personal data in <a href="#">Google's</a>, <a href="#">LinkedIn's</a> and Meta's (<a href="#">Facebook</a> and <a href="#">Instagram</a>) privacy policies.</p> |  |  |

### If you receive direct marketing from us

This table describes how we process your personal data if you have chosen to receive direct marketing from us. We collect personal data directly from you and through analysis of how you interact with our various marketing mailings.

| To send direct marketing and to improve and develop the same  |  |   |
|---|--|---|
| What treatments we perform  | Personal data processed  | Legal basis   |
| <p>To be able to send direct marketing (such as newsletters) by post, email, text message, social media or other similar channels of communication – in cases where you have chosen not to decline direct marketing in connection with creating an account with us (soft opt-in).</p> | <ul style="list-style-type: none"> <li>● Name</li> <li>● Postal address</li> <li>● Email address</li> <li>● Mobile number</li> <li>● Zone</li> </ul>               | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in being able to send direct marketing to you who have chosen not to decline direct marketing (soft opt-in).</p> |
| <p>In order to improve and develop our various mailings (including newsletters), we analyze how you open our mailings and what you click on in the mailings.</p> <p>We will collect your data</p>   | <ul style="list-style-type: none"> <li>● IP address</li> <li>● Email address</li> <li>● Information about how to open our mailings and what to click on</li> </ul> | <p>Consent (Art. 6 (1) a) GDPR)</p> <p>We obtain your consent in order to process your personal data in order to improve and develop our mailings by analysing how you open and what you click on in the mailings.</p>        |



|   |  |  |
|---|--|--|
| using cookies and similar technologies. You can read more about our use of cookies <a href="#">here</a> .   |  | You have the right to <a href="#">withdraw your consent</a> at any time. Your withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. |
| Storage period: We process your personal data until you unsubscribe or otherwise ask us to stop sending you direct marketing. You can opt out of marketing from us at any time. If you decline, your personal data will be stored in our <a href="#">deregistration register</a> until further notice.  |  |  |
| Recipients of your personal data: We share your personal data with MailChimp and InTime who help us send marketing to you via email and SMS. MailChimp and InTime process your personal data on our behalf as our data processor. Through our use of MailChimp's services, your personal data will be transferred to the United States. MailChimp is not certified under the EU-US Data Privacy Framework, which is why the transfer is instead made on the basis of the EU Commission's standard contractual clauses (module 2 (data controller to data processor)). |  |  |

### If you visit our website

If you agree, we will analyse how our website is used. In addition, we process your personal data in order for the website to function and to remember your choices. We explain this in detail in the tables below.

Personal data is collected from your device (e.g. mobile, computer or tablet) when you visit our website. Google also uses the information they have from before to carry out analysis about how you use our website.

In order to be able to collect personal data when you visit the website as described below, we use cookies and similar technologies. In our information text on cookies, which you can find on our website, we explain in more detail how this is done.



| Analyse how our website is used  |  |   |
|--|--|---|
| What treatment we perform  | Personal data processed  | Legal basis   |
| <p>Analyse how you use our website using cookies. We do this to improve the functionality of the website and to adapt the website to suit our visitors.</p> <p>To do this, we use the analytics service <a href="#">Google Analytics</a> which uses a random ID to distinguish your device from other visitors and to identify patterns in how our website is used.</p>  | <ul style="list-style-type: none"> <li>• Your IP address (we at ePARK cannot link the IP address to you as an individual, but only process IP address on an aggregated level)</li> <li>• Information about how you use the website, for example what you click on and how long you stay on the website</li> <li>• Which area of the country you are using our website from</li> <li>• How many times you have visited the website, which gives us a basis for counting the number of visitors to the website in total</li> <li>• Your device/browser, such as your screen resolution</li> <li>• Other information that Google has about you, such as information about the website or other channel from which you found us</li> </ul> | <p>Consent (Art. 6(1)(a) GDPR)</p> <p>We obtain your consent in order to process your personal data in order to improve the functionality of the website and to be able to adapt the website to you as a visitor.</p> <p>You have the right to withdraw your consent at any time. Your withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.</p> <p>You can avoid Google Analytics by, for example, downloading and installing <a href="#">it here</a>. browser application. To avoid cookies, you can also make adjustments to your browser settings.</p> |
| <p>Storage period: The personal data is stored for 24 months after your visit to our website.</p>  |  |   |
| <p>Recipients of your personal data: We share your personal data with Google, which provides the Google Analytics analytics service. Google processes your personal data on our behalf as our data processor, but also processes your personal data as an independent data controller. They will inform you separately about the personal data processing for which they are responsible. You can read more about Google's personal data processing and how long they store your personal data in their privacy policy, which you can find <a href="#">here</a>.</p> |  |   |



| To make the website work and remember your choices   |   |  |
|--|---|--|
| What treatment we perform  | Personal data processed   | Legal basis  |
| <p>We use cookies and similar technologies to ensure that the website functions satisfactorily and securely.</p> <p>Remember your choices on the website, such as your consent.</p> <p>We and our suppliers do not follow how you use the website, but this is done automatically through technical functions.</p>   | <ul style="list-style-type: none"> <li>• Information about how you use the website</li> <li>• Information about your choices</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in being able to provide a well-functioning and secure website.</p> |
| <p>Storage period: The personal data collected using cookies and similar technologies for the functionality of the website is stored for 90 days.</p>  |   |  |
| <p>Recipients of your personal data: Your personal data is processed through the services we use on the website, such as the service that provides our consent solution. We list these services as "necessary" in <a href="#">the cookie policy</a>. These services are used to enable us to conduct our business in an efficient manner and the companies behind the services act as our data processors.</p> |   |  |

### To improve and develop our Services

On our website and in our app, we have a variety of features that form part of our Services. In order for us to be able to improve and develop these functions and Services and thereby our offer to you, we need to analyse your use of these functions and our Services. Below is a description of the personal data processing that follows from this. Mobile Location

| To improve and develop our Services  |   |   |
|--|---|---|
| What treatment we perform  | Personal data processed   | Legal basis   |
| <p>To analyze how you use our Services and features on our website and in our mobile application in order for us to improve and develop the same.</p> <p>We will collect your data using cookies or similar technologies. You can read more about our use of</p> | <ul style="list-style-type: none"> <li>• Your IP address (we at ePARK cannot link the IP address to you as an individual, but only process IP address on an aggregated level)</li> <li>• At what times you have used our Services</li> <li>• The extent to which you have used our Services, e.g. loading frequency and frequency of use</li> </ul> | <p>Consent (Art. 6 (1) a) GDPR)</p> <p>You can <a href="#">withdraw your consent</a> at any time.</p> <p>The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.</p> |



|  |  |  |
|--|--|--|
| <p>cookies <a href="#">here</a>. You can choose to set your browser to refuse cookies that are not necessary.</p>  | <ul style="list-style-type: none"> <li>• The website you were linked from</li> <li>• Pages you visit, links you use, and other content on our Services that you have viewed</li> <li>• Information about your devices and other such technical information that your browser provides to us</li> </ul> |  |
| <p>Storage period: The personal data collected using cookies and similar technologies in order to improve and develop our Services is stored for up to 24 months.</p>  |  |  |
| <p>Recipients of your personal data: If you consent, we will share your personal data with Google, which provides the Firebase tool that we use to analyse the use of our Services. Google processes your personal data on our behalf as our data processor, but also processes your personal data as an independent data controller. They will inform you separately about the personal data processing for which they are responsible. You can read more about Google's personal data processing and how long Google stores your personal data in their privacy policy, which you can find <a href="#">here</a>.</p> |  |  |

**If you register for one of our events**

| <p>To administer your participation at our events</p>   |   |  |
|---|---|--|
| <p>What treatment we perform</p>  | <p>Personal data processed</p>  | <p>Legal basis</p>   |
| <p>To send you invitations to our events.<br/>To administer your participation in our events.</p>     | <ul style="list-style-type: none"> <li>• Name</li> <li>• Email address</li> <li>• Phone number</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)<br/><br/>The processing is necessary for our legitimate interest in inviting you to events and to administer your participation.</p> |
| <p>Storage period: We will process your personal data for 24 months after you attended the event.</p> |   |  |



## To comply with legal requirements

We need to comply with certain legal requirements, such as the obligation in the Marketing Act that states that we may not send marketing via e-mail to anyone who has objected to this, or requirements under the Accounting Act to save accounting material. In order for us to be able to fulfil such obligations, we need to process your personal data. We receive the data directly from you.

| To comply with requirements of the Marketing Act  |   |   |
|---|---|---|
| What treatment we perform   | Personal data processed   | Legal basis   |
| If you have indicated that you do not wish to receive our direct marketing, we will keep a notice of this in our unsubscribe register to ensure that we do not market to you. | <ul style="list-style-type: none"><li>• Email address</li></ul> | <p>Legal obligation (Art. 6 (1) (c) GDPR)</p> <p>The processing is necessary in order to fulfil legal obligations under the Marketing Act (SFS 2008:486) to which we are subject and which means that we are not allowed to send marketing to persons who have objected to receiving such marketing.</p> <p>You must provide the personal data to us otherwise we cannot guarantee that you will not receive further marketing from us.</p> |
| Storage period: You will be in our "deregistration register" until further notice.  |   |   |



| To comply with the requirements of the Accounting Act  |   |   |
|--|---|---|
| What treatment we perform  | Personal data processed   | Legal basis   |
| Register, account and archive payments and other transactions that take place between us and you in order to comply with accounting legislation.   | Name, payment history and other information that constitutes accounting documentation | <p>Legal obligation (Art. 6 (1) (c) GDPR)</p> <p>The processing is necessary to fulfil legal obligations under the Accounting Act (SFS 1999:1078) to which we are subject, regarding bookkeeping and accounting.</p> <p>You must provide us with the personal data or we will not be able to comply with our legal obligations.</p> |
| <p>Storage period: We will store documents that constitute accounting material and personal data included in these for seven to eight years in accordance with the Accounting Act (SFS 1999:1078). The regulations mean that we store accounting material up to and including the seventh year after the end of the calendar year for the financial year to which the personal data relates.</p> |   |   |

**To communicate with you and respond to questions, complaints, legal claims, or the like**

| To handle customer service issues   |  |   |
|---|--|---|
| What treatments we perform  | Personal data processed  | Legal basis   |
| <p>To communicate with you.</p> <p>For communication and answering any questions to customer service.</p> <p>Identification of you when you contact our customer service.</p> <p>Investigation of complaints and support cases (including technical support).</p> | <ul style="list-style-type: none"> <li>• Name</li> <li>• Registration number</li> <li>• Geographic location</li> <li>• IP address</li> <li>• Contact details (address, email address, mobile number)</li> <li>• Your correspondence with our customer service team</li> <li>• Information about your activity when you used one or more of our Services, such</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in communicating with you, handling customer service matters by responding to and investigating your questions, complaints and comments.</p> <p>You must provide us with the personal data otherwise we will not be able to help you with your case.</p> |



|  |  |   |
|--|--|---|
|  | as data about the frequency of charging when you use our Service to charge your vehicle or data about your use of our parking service. |   |
| To ensure a high quality in our customer service management, train our customer service staff and to be able to verify what was said during our call so that you can feel safe in your contact with us.  | <ul style="list-style-type: none"><li>• Audio recording of our phone call for training and quality purposes.</li></ul>                 | Consent (Art. 6 (1) a) GDPR<br>We obtain your consent in order to process your personal data for training and quality purposes.<br><br>You can <a href="#">withdraw your consent</a> at any time.<br><br>The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. |
| Storage period: We process your personal data while you have an ongoing customer service case with us and for 24 months thereafter.  |  |   |
| Recipients of your personal data: We share your personal data with Zendesk who help us handle our customer service requests. Zendesk processes your personal data in its capacity as our data processor. |  |   |



| To communicate with you via our AI assistant   |  |  |
|--|--|--|
| What treatments we perform   | Personal data processed  | Legal basis  |
| For communication and answering any questions via our chat function.   | <ul style="list-style-type: none"> <li>Information and information required to assist you with your case and/or questions. This can be e.g. registration number, payment method, email address and address information</li> <li>Information that you provide to us via our AI assistant</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in communicating with you in order to be able to offer you prompt assistance on many common questions from our customers.</p> |
| Storage period: We process your personal data while you are having an ongoing conversation with our AI assistant.  |  |  |
| Recipients of your personal data: We share your personal data with Intercom, which is the provider of the AI assistant. Intercom processes your personal data on our behalf as our data processor. |  |  |

| To handle unpaid invoices  |   |   |
|--|---|---|
| What treatments we perform   | Personal data processed   | Legal basis   |
| <p>Check if you have any unpaid invoices.</p> <p>Send reminders that you have an unpaid invoice with us.</p> <p>Transfer data to debt collection agencies in the event that a collection process is initiated.</p> | <ul style="list-style-type: none"> <li>Name</li> <li>Personal identity number (where applicable when we need to identify you via BankID)</li> <li>Registration number</li> <li>Information about choosing a payment method</li> <li>Payment details</li> <li>Contact details (mobile number, postal address and email address)</li> </ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in handling any unpaid invoices.</p> <p>The processing of social security numbers is necessary to be able to make a secure identification of you via BankID.</p> |



|  |
|--|
| Storage period: We process your personal data until the invoice is paid or until the case is handed over to Intrum for further processing.   |
| Recipients of your personal data: In the event that a possible debt collection process becomes relevant, we share your personal data with Intrum, which helps us with debt collection management. Intrum is an independent data controller for its processing of your personal data. |

| To handle any claims, complaints and similar matters   |  |   |
|--|--|---|
| What treatment we perform  | Personal data processed  | Legal basis   |
| To handle any claims.  | <ul style="list-style-type: none"> <li>• Name</li> <li>• Registration number</li> <li>• Contact details (address, email address, mobile number)</li> <li>• Information from our communications with you in relation to your claim (e.g. time of use of the service in question)</li> </ul>   | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in being able to defend ourselves against a possible legal claim.</p>        |
| To handle any complaints or other similar issues.  | <ul style="list-style-type: none"> <li>• Name</li> <li>• Registration number</li> <li>• Contact details (address, email address, mobile number)</li> <li>• Information about your use of our Services or your use of our app or website</li> <li>• Information from our communications with you in relation to your claim (e.g. time of use of the service in question)</li> </ul> | <p>Legal obligation (Art. 6 (1) (c) GDPR)</p> <p>The processing is necessary for compliance with legal obligations under applicable mandatory consumer law and other mandatory rules.</p> |
| Storage period: We process your personal data for as long as the case is ongoing and for 24 months thereafter. |  |   |



## To prevent, detect and investigate misuse of your account and our Services

| To prevent, detect and investigate misuse of your account, including fraud  |   |  |
|---|---|--|
| What treatments we perform  | Personal data processed   | Legal basis  |
| <p>Control your account and activities, as well as your use of our Services.</p> <p>Investigate suspicious activity or violations of the Terms of Use.</p> <p>Identify accounts with previously documented abuse or fraudulent use of the account.</p> <p>Provide the relevant authority with information in case of suspected crime.</p> | <ul style="list-style-type: none"><li>• Name</li><li>• UserID/UserID</li><li>• Login details</li><li>• Activities associated with your account</li><li>• Information about your use of our Services or your use of our app or website</li></ul> | <p>Balancing of interests (Art. 6(1)(f) GDPR)</p> <p>The processing is necessary for our legitimate interest in preventing, preventing and investigating misuse of your account and your use of our Services, our app and our website, as well as for the establishment of legal claims.</p> |
| <p>Storage period: We process your personal data for the duration of your account with us and for 12 months from your last activity. If you choose to deregister your account, we will delete your personal data 30 days after deregistration.</p>  |   |  |

How have we carried out our balancing of interests when the legal basis is our legitimate interest (balancing of interests (Art. 6(1)(f) GDPR)?

For certain purposes, we process your personal data on the basis of a balancing of interests as the legal basis for the processing. In the balancing of interests, we have assessed that our legitimate interest in carrying out the processing outweighs your interest and your fundamental rights in not having your personal data processed. What is our legitimate interest is stated in the tables above under "Legal basis". If you want to know more about how we have made these assessments, please contact us.

### Consent

In certain situations, we process your personal data after you have given your consent to the processing. These situations are described above, and you can at any time [Withdraw your consent](#). If you withdraw all or part of your consent, we will cease processing for that purpose. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.



## What rights do you have when we process your personal data?

In accordance with the GDPR, you have certain rights – see more information below.

If you have any questions about the rights or would like to exercise any of your rights, please contact us at the contact details [above](#). At the [Swedish Authority for Privacy Protection](#), you will also find more detailed information about when your rights apply and what exceptions there are.

- Right to complain – [Article 77 of the GDPR](#)

You have the right to lodge a complaint with the competent supervisory authority if you consider that the processing of your personal data infringes the GDPR. In Sweden, the competent supervisory authority is [the Swedish Authority for Privacy Protection](#).

- Right to withdraw consent – [Article 7\(3\) of the GDPR](#)

You have the right to withdraw your consent at any time by [contacting us](#).

- Right of access (the "right to a register extract") – [Article 15 of the GDPR](#)

You have the right to receive confirmation as to whether or not we are processing your personal data. You can send a request by [contacting us](#). If we process your personal data, you also have the right to receive a copy of the personal data we process as well as information about the processing, such as the purposes of the processing and how long the data is stored.

- Right to object – [Article 21 of the GDPR](#)

You have the right to object at any time to the processing of your personal data for direct marketing purposes (including any profiling) and to the processing of your personal data based on a [balancing of interests](#).

- Right to rectification – [Article 16 of the GDPR](#)

You have the right to have inaccurate personal data concerning you rectified without undue delay. You also have the right to complete incomplete personal data.

- Right to erasure ("right to be forgotten") – [Article 17 of the GDPR](#)

Under certain conditions, you have the right to have your personal data deleted by us without undue delay. For example, if you [withdraw your consent](#) and there is no other legal basis for the processing or if the personal data is no longer necessary for the purposes for which it was collected or processed.

- Right to restriction of processing – [Article 18 of the GDPR](#)

Under certain conditions, you have the right to demand that we restrict our processing of your personal data. For example, if you contest the accuracy of the data, or if the processing is unlawful and you oppose the deletion of the personal data but instead request a restriction of the use of the data.

- Right to data portability – [Article 20 of the GDPR](#)



If we process your personal data on the basis of your consent or to fulfil an agreement, you have the right to receive the personal data concerning you. This right applies to data that you have provided to us in a structured, commonly used and machine-readable format. You also have the right to transfer this personal data to another data controller, when technically feasible.

This privacy policy was established by ePARK / Electronic Parking AB on April 1, 2026.