

INTEGRITY AND PERSONAL DATA POLICY FOR L N FÄRG OCH TAPETBUTIK AB

L N Färg och Tapetbutik AB, company id number 556930-6722 is as data controller responsible for any personal data shared, and protects your personal integrity. This data protection policy explains how L N Färg och Tapetbutik collects and processes your personal data.

Here is also described your rights in the matter of personal data storing and how you can exercise them. You can always contact us if you have any questions regarding integrity and protection of data by emailing us at customerservice@familywallpapers.com.

By purchasing the products and/or using the services of L N Färg och tapetbutik AB, you accept consent to our data protection policy and our handling of your personal data. You also consent to us using digital communication channels to share information with you. It is important that you read and understand our data protection policy before using our services or purchasing our products.

For us to be able to offer you our services, we need to process your personal data as stated below in this document. We do this with the highest concern for your integrity.

What data do we collect?

Data that you share with us. You can directly or indirectly share personal data with us in different ways, including when confirming a purchase in our webshop, when you choose a payment method or by contacting us. This includes the following:

- Personal and contact information. Your name, billing- and shipping address, e-mail address, cell phone number et c.

Data about you that we collect. When you use our services, we can collect the following:

- Personal and contact information. Your name, billing- and shipping address, e-mail address, cell phone number et c.
- Information about goods or services – details regarding what you have purchased from us.
- Information about how you interact with us – how you use our services, including loading time while on our websites, down loading errors, how you accessed the service and when you left, and notices of messages delivered to us from you.
- Device information – for example, your IP address, language settings, web browser settings, time zone, which operating system you use, which device and your screen resolution.
- Geographical data – your geographic location.

Data that you provide us, as well as the data regarding goods and services used, are generally important to enable you to enter into a contract with us (i e making a purchase). The other data we collect are important for other reasons, as detailed below:

	Reason	Legal grounds

		Web site visitors	Non-registered customers	Newsletter recipients
1.	To process orders	N/A	Necessary to uphold our obligation to the customer	N/A
2.	For handling customer service claims and questions	Legitimate interest*		
3.	For giving personal product suggestions and managing participation in competitions and events	Legitimate interest**		
4.	To market products and services	Legitimate interest*** with consent according to marketing laws	Legitimate interest*** with consent according to marketing laws	Legitimate interest*** with consent according to marketing laws
5.	To develop and further improve our services, products and systems for our customers in general	Legitimate interest****		
6.	To prevent misuse of our services and aid legal authorities upon request as required by law	Legitimate interest*****		
7.	To adhere to legal requirements regarding bookkeeping	N/A	Required by law	N/A

If you do not wish to receive our newsletter or have other comments, you are welcome to e-mail us.

With what parties might we share your data?

We might transfer your information to or share it with selected third parties according to the following: We take all reasonable legal, technical and organisational actions to ensure that your data is handled securely and with an adequate level of protection during transfers and sharing with the selected third parties (IT-system suppliers, logistics and transportation companies, the state or payment companies such as Klarna, PayEx or Dibs).

What we will NOT do in processing your data:

We will never sell your data to a third party without your separately informed and confirmed consent.

Where are we storing and processing your personal data?

We aim to always store your data on servers within the EU/EES.

How long do we keep your personal data on record?

We save your data for as long as it is necessary for us to fulfill our duties to you as a customer and for as long as is legally required for bookkeeping purposes.

We have the right and aim to save purchasing information and personal data for as long as we judge it to be reasonable in order to ensure the batch number, image id and measurements for possible repeat or complementing future orders, as well as for direct marketing. You can at any time remove your consent for direct marketing by unsubscribing from our newsletter or contacting us in another way.

Your rights to access, correction, and erasure of your data

- The right to access your data. You can request a copy of the data you would like to check and verify your personal data that we keep. There is no charge.
- The right to correction. You have the right to correct any incorrect or incomplete personal data about yourself.
- The right to be erased. You have the right to request erasure of your personal data from our records in those cases when the data is no longer necessary for the purposes it was originally stored. There may however be legal requirements that we have to adhere to, which may prevent us from being able to erase parts of your data. These requirements are controlled by the tax- and registration laws, money laundering laws, but also the Consumer Sales Act and Commercial Legislation. You can at any time withdraw your consent allowing us to use your personal data for marketing by unsubscribing from our newsletter.
- The right to file a complaint to the Data Protection Agency.
- The right to data portability. You have the right to receive a copy of the personal data kept about you upon request, in a structured format, and in some cases to have the data transferred to a different Personal Data Assistant. The right to data portability only includes data that you yourself has supplied us with and that we handle on legal grounds, for example by a contract with you (such as a placed order).

What about cookies and other tracking technologies?

We may in the future use cookies and similar tracking technologies to deliver a consumer oriented and finely tuned online experience. For more information about how L N Färg och Tapetbutik AB uses cookies, please contact customer services.

Contact us

L N Färg och Tapetbutik AB is as Data Controller responsible for the personal data you provide us through purchasing or other contact.

Mail address: Box 7242, 18713 Täby, Sweden

Visiting address: Fågelsångsvägen 7B, 186 42 Vallentuna.

Company id number: 556930-6722

Our integrity and personal data policy was latest updated on 23.05.2018.