
Privacy Policy

We apply the European Union data protection regulation, GDPR, which regulates the handling of personal data.

1.1 Introduction

We at Martinsson Elektronik are keen to protect your personal integrity and process all information and all personal data in accordance with applicable laws and regulations. In all contexts when we process personal data or other important information, appropriate measures are taken to prevent unauthorized access, dissemination, alteration or destruction.

1.1.1 Purpose

The purpose of our privacy policy is to explain how we collect and use your personal data. We also explain your rights and how you should proceed if you have comments or want to make a complaint to us.

1.1.2 Goal

Our goal is for you to feel secure that your personal integrity is protected and respected and that your personal data is processed correctly. All personal data must be treated carefully and in accordance with current legislation.

1.1.3 General guidelines

In order for you to better understand how we process data and information about you, we present our overall guidelines and basic principles below.

1.2 What information is processed?

Information you give us

You may directly or indirectly need to provide us with the following information:

Company, personal and contact information: Company name, address, name and position, delivery and billing address, e-mail address, telephone number, etc.

Payment information: invoice and bank information, etc.

Information we collect about you

When you are in contact with us, we may collect the following information:

Company, personal and contact information: Company name, address, name and position, delivery and billing address, e-mail address, telephone number, etc.

Information about products and services: For example, details regarding the products and services in which interest has been shown.

Historical Information: Communication, purchase and billing history.

The information you give us about need/interest in products and services is generally necessary to enter into a business relationship with us. Other information is necessary for other purposes, read more below.

1.3 What do we do with your information?

All data is used to provide, perform and improve our products and services in order to maintain current agreements. We process personal data on the following legal grounds and for the following purposes:

Purpose of the treatment	Legal basis for the processing	Automated decision making
To administer the customer relationship, e.g. to fulfill any of our obligations to you and to provide information, products and services that you request from us.	Carry out obligations under our agreement with you.	Yes
For customer analysis, administration of our services and for our internal operations, including troubleshooting, data analysis, and for statistical purposes.	Carry out obligations under our agreement with you and other legitimate interests.	Yes

1.4 Communication

We may use your personal data to communicate relevant information about the services you use with us as well as information about similar services that may be of interest. We can also use your personal data to carry out customer satisfaction surveys regarding our products and services, e.g. via electronic communication channels and by telephone. If you do not wish to receive such communications, please contact us or you can unsubscribe from our mailings.

1.5 Who will we possibly share your information with?

We may transfer or share your information with selected third parties. We take all reasonable legal, technical and organizational measures to ensure that your data is handled securely and with an appropriate level of protection when transferred to or shared with such selected third parties. We may share your information with the following parties or on the following occasions:

- Suppliers and subcontractors such as companies within our group If necessary, we will share your personal data with suppliers or subcontractors in order to carry out commitments in accordance with our agreement with you and for other purposes that appear in this privacy policy.
- Authorities We may provide necessary information to authorities if we are obliged to do so by law.
- Disposal We may share your information with third parties:
 - If we sell or buy a business or assets. In these cases, we may disclose your personal data to a potential seller or buyer of such business or assets.
 - If a significant part of our assets is acquired by a third party.

Please note that we will never sell your personal data to third parties without your consent.

1.6 How long do we store your personal data?

We store your data for as long as it is necessary to perform our contractual obligations towards you and as long as it is required according to statutory retention periods. When we save your data for purposes other than our contractual obligations, e.g. for marketing activities, we save data only as long as legitimate interest exists.

1.7 Your rights to access, rectification and erasure

- Right to access your data You can request a copy (a so-called register extract) and verify the information we have about you.
- Right to rectification You have the right to correct incorrect or incomplete information about yourself.
- Right to be deleted (“the right to be forgotten”) You have the right to request the deletion of your personal data in cases where the information is no longer necessary for the purpose for which it was collected. However, there may be legal obligations that prevent us from immediately deleting parts of your data. These obligations come from accounting and tax legislation, as well as concluded agreements. In those cases, we anonymize your personal data from being used for purposes other than fulfilling such legal obligations.

1.8 Responsibility

It is the responsibility of every manager to ensure that all employees who handle personal data have sufficient training and technical resources to prevent any undue intrusion into a data subject’s personal integrity.