

Privacy Policy

Business Arena is arranged by Fastighetsnytt Förlags AB, reg no 556326-8837, is part of Bonnier Business Sweden AB, reg no 556468-8892, (“BBM”, “we”) and the Bonnier Group (“Bonnier”). BBM is responsible for data processing pursuant to this privacy policy. The Bonnier Group processes its Customers’ and Users’ personal data jointly.

What information is collected?

In order to attend in one of our conferences or events you will be asked to provide some personal information, including your name, e-mail address, address, company affiliation, including you title, and billing information. We will also process information about your former participation at our events and information you provide us in your communication with us.

Use of information being processed

The information we collect from you is used to supply our Services to you, to facilitate customer service, to enable communication with you, and to fulfil regulatory requirements.

Data is also processed for direct marketing purposes. You may opt out from having your personal information processed for marketing purposes and from receiving direct marketing communication at any time.

We process your personal information to the extent necessary before entering into a contract with you, and to fulfil our contractual obligations towards you. We also process your personal information based on a legitimate interest we might have and to fulfil our legal obligations. Where applicable we process your personal information based on your consent, e.g. as for publishing a public list of participants at the event.

Disclosure of personal data

BBM and Bonnier may disclose personal information to its partners. Personal data will only be disclosed to authorities when required by law or an official authority decision. We take action to make sure that our partners process the data in compliance with this privacy policy.

Transfer of information outside your country

We may transfer your information and process it outside your country of residence wherever BBM, Bonnier, its partners and service providers operate.

Mainly the data processing is mainly performed within EU/EEA. We may use partners and service providers established outside the EU/EEA. In such instances the lawfulness of processing is assured on the basis of an adequacy decision by the European Commission or subject to other appropriate safeguards, such as EU standard contractual clauses for .

Your rights

You may request a transcript of the personal information being processed about you by contacting the BBM Customer Services. You have the right to request rectification of inaccurate personal information about you, and to complete information that is incomplete. You may also request for restriction of our processing and you also have the right to object to further processing, e.g. for direct marketing purposes, including profiling.

If you would like us to delete personal information recorded in our systems, please contact us, and we will accommodate your request to the extent possible (i.e. unless we have a legal obligation to retain the information for our records or if we need the information to fulfil our contractual obligations to you).

If the processing is based on your consent, you have the right to withdraw the consent at any time by contacting BBM Customer Services. Withdrawing your consent does not affect the lawfulness of our previous processing.

You have the right to make a request for data portability, i.e. to receive personal information about yourself in a structured, commonly used and machine readable format, or transmit the information to another controller. The right concerns such information that you have provided us and information that is processed on the basis of consent or contract.

You have the right to lodge a complaint regarding the processing of personal data performed by BBM to a supervisory authority. The Swedish Data Protection Authority (Datainspektionen) is the authority responsible for monitoring data protection compliance in Sweden.

Exercising your rights is free of charge. Our aim is to respond to your requests within 30 days. We reserve the right to charge a reasonable amount for handling requests and objections that are unfounded or excessive, or refuse to act on the request.

Data retention

We retain the personal information you provide us for the duration of our agreement, or as needed to provide you our services, to preserve and improve our performance and develop our services, send communication related to the supply of our services and marketing

communications. The retention period is determined by the type of personal data, the reason for our processing and by our relation to you. We may retain your personal information for a longer period of time if retention is needed to comply with our legal obligations and meet regulatory requirements. Your personal data will be erased or anonymized when it is no longer relevant for the purpose for which it was collected.

We use anonymous data (no personal data) or means of pseudonymization (can only be referred to an individual if special actions are taken) for analysis and learning about user behavior.

We only use your personal data for direct marketing purposes if you have not objected to it.

Changes to the Privacy Policy

We may change this Privacy Policy from time to time. We will provide notice to you regarding upcoming changes of the Privacy Policy when accessing the Service, or by some other means, such as the e-mail address you provide at registration.

Cookies

BBM and Bonnier use cookies and similar technologies stored in your browser to learn how our services are being used and to improve both your experience and the basic functionality of our websites, such as login functions.

You can set your browser to block cookies and delete cookies already stored. Doing so might impair the functionality of our websites.

It is also possible to control personalized advertising in your browser. For more information, visit www.youronlinechoices.com.

Contact information

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