

# **PRIVACY POLICY – MEDIA BANK**

This Privacy Policy governs the manner in which Tiger of Sweden AB (“Tiger of Sweden” or “we”) processes personal data provided by you when accessing and using our media bank (“Media Bank”).

## **I. COLLECTION AND USE OF PERSONAL DATA**

Tiger of Sweden AB is the data controller with respect personal data collected via the Media Bank. The personal data collected by us when you access and use our Media Bank includes your name, company, email address, password and information on your use of the Media Bank.

The personal data is collected and used for the purpose of operating the Media Bank. The processing of your personal data is based on your consent when you sign up as user of the Media Bank. We do not share your email address with third parties for marketing purposes.

We may also use the personal data to perform analysis and statistics. This processing is based on our legitimate interest in learning more about business partners and providing better and tailored services.

## **2. YOUR RIGHTS**

You have a right of access to the personal data, which we process and store about you, subject to certain statutory exceptions. Furthermore, you have the right to object to the collection and request restriction of the processing of your personal data. In addition, you also have the right to require us to rectify or erase your personal data, if necessary.

Under certain circumstances, you may also request that we provide you with an overview of your personal data in a structured, commonly used and machine-readable format and request us to transmit such data to another data controller.

## **3. WITHDRAWAL OF CONSENT AND DELETION OF PERSONAL DATA**

You may at any time withdraw your consent to our processing of your personal data by contacting us at [marketing@tigerofsweden.se](mailto:marketing@tigerofsweden.se) or by deleting your Media Bank user account. We will subsequently delete your personal data. However, the data may be processed and stored for a longer period in anonymised form if we are required to do so by law.

## **4. CHANGES TO PERSONAL DATA, ETC.**

If you want us to update, amend or delete the personal data that we have recorded about you, or if you want access to the personal data being processed about you, or if you have any questions concerning the above guidelines, you may contact us at [marketing@tigerofsweden.se](mailto:marketing@tigerofsweden.se)

## **5. COMPLAINTS**

Should you want to complain about the processing of your personal data, please contact us at [marketing@tigerofsweden.se](mailto:marketing@tigerofsweden.se) . You may also file a complaint with your local data protection agency.

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