Privacy Policy – Damaskus Maskinskydd AB

At Damaskus Maskinskydd, we care about you and your personal privacy. It is important to us that you feel safe when providing your personal data to us. Therefore, we process your personal data in a transparent manner with a focus on your integrity.

This privacy policy applies to all individuals who in any way use Damaskus Maskinskydd's services or products and/or otherwise interact with us. It explains, among other things, how and why we process your personal data and what rights you have under applicable data protection legislation.

Unless otherwise stated, Damaskus Maskinskydd AB, reg. no. 556063-4726, Anläggarvägen 2, 136 44 Handen, Sweden ("Damaskus Maskinskydd", "we") is responsible for the processing of your personal data.

You are always welcome to contact us if you have any questions regarding this policy or data protection in general. Contact details can be found at the end of this policy.

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1. What is personal data?

Personal data is any information that can be directly or indirectly linked to a living individual. Examples include personal identity numbers, email addresses, and even encrypted data if it can be tied to a person.

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2. What does "processing" of personal data mean?

The term "processing" is broad and covers everything done with personal data—such as collection, storage, modification, use, or deletion.

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3. When do we collect personal data?

a. Data you provide to us directly
We collect and process personal data that you submit to us, for example, when visiting our website, purchasing a product or service, subscribing to our newsletter, contacting us, or using our digital channels. This also applies if we purchase goods or services from you.

b. Data collected through your use of our services
When you use our services, we register information about your behavior—such as the pages you visit and how you interact with our site. Tools like Google Analytics are used to register this data, which may include OS, browser version, IP addresses, cookies, and unique identifiers.

c. Data from other sources
We may also collect data (e.g., email addresses) from other companies within our corporate group with which you have a customer relationship. This helps us keep your information updated and provide relevant offers. We may also receive your data from your employer if they have a contract with us. Sometimes we obtain data from partners or service providers and update address data through third-party services.

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4. Why do we process your personal data?

To provide services and products to you, we must process your data. We primarily process data to:

- Administer and deliver our services and goods
- Handle customer service and inquiries
- Provide information and marketing related to our or partners' services/products

- Improve our offerings through customer satisfaction or market analysis

(See section 7 for more details.)

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5. What is the legal basis for processing your data?

We process personal data based on the following legal grounds:

- **Contractual obligation** – e.g., delivering services or purchasing products from you
- **Legal obligation** – e.g., accounting requirements
- **Legitimate interest** – e.g., responding to inquiries or promoting similar services
- **Consent** – if you have provided explicit consent

(See section 7 for more details.)

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6. How long do we store your data?

If you initiated contact, your data will be stored until you or we end the contact. You can unsubscribe via the link in our emails or email us at info@damaskus.se.

If we initiated the contact, we will keep your data as long as there is a mutual interest. We regularly clean our database and remove inactive contacts.

(See section 7 for more details.)

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7. Summary of data processing

Purpose	Legal Basis	Data Categories
Handle inquiries	Legitimate interest	Name, contact details, interactions
Manage customer relationships	Contract or legitimate interest	Name, contact details, job title, interactions
Manage supplier relationships	Contract or legitimate interest	Name, contact details, job title, purchase data
Administer and deliver products/services	Contract or legitimate interest	Name, contact details, job title
Process payments	Contract and legal obligation	Name, contact details, invoice data, payment info
Legal claims	Legitimate interest	Name, contact details, invoice data
Marketing	Legitimate interest	Name, contact details, segmentation, IP, geolocation
Product/service evaluation	Legitimate interest	Name, contact details, usage data
Market/customer surveys	Legitimate interest	Name, contact details, title, response data
Event photos for documentation/marketing	Legitimate interest	Name, company, title, photo

Purpose	Legal Basis	Data Categories
Recruitment	Legitimate interest	Name, contact details, application details

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8. Profiling

If you are a customer, we may analyze your usage patterns, interactions, purchases, and interests to tailor marketing and event invitations to you.

You can object to profiling at any time by contacting info@damaskus.se.

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9. Who do we share your data with?

We may share your data with:

- Our parent company, **LUTH Invest AB**, and selected partners
- Service providers handling mailings, IT systems, analysis, etc.
- Debt collection agencies, if needed
- Authorities (e.g., Swedish Tax Agency), when required by law

Service providers are only allowed to process data per our instructions.

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10. Where is your data processed?

Your data is primarily processed within the EU. If data is transferred outside the EU/EEA, we ensure appropriate safeguards, such as data protection agreements.

Contact us for more information on such safeguards.

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11. Your rights

You have the right to:

- **Access** your personal data
- **Rectify** incorrect or incomplete data
- **Withdraw consent** for future processing
- **Object** to processing based on legitimate interest
- **Unsubscribe** from marketing
- **Request deletion** of your data (subject to legal obligations)
- **Restrict processing** under certain conditions
- **Data portability** – receive your data in a machine-readable format

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12. About cookies

We use cookies on our website. (Details found in our cookie policy.)

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13. Complaints

If you're unsatisfied with how we handle your data, contact us at info@damaskus.se.
You may also file a complaint with the Swedish Authority for Privacy Protection (IMY).

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14. Contact

Data Controller:
Damaskus Maskinskydd AB
Anläggarvägen 2, 136 44 Handen
Phone: +46 (0)8 556 505 20
Email: info@damaskus.se

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15. Changes to the privacy policy

We reserve the right to update this privacy policy. The latest version will always be available on our website. Significant changes will be communicated to you.