

PRIVACY POLICY

for people on our mailing list

Hi there,

You are a great person, and we want to keep in touch with you. In order for us to do so, we need to store your contact information somewhere. That means that we are processing personal data concerning you, which we provide information about here.

For the avoidance of doubt, “we” are Synch Advokat AB, a Swedish law firm with its office in Stockholm. You will find our full contact information at the end of this document.

If we are fortunate enough to have you as a client, and you want to know more about what that entails in terms of privacy, please see our Privacy Policy for clients, which is available in connection with this Privacy Policy.

We collect and process the following personal data, in order to keep in touch with you:

- your name;
- your email-address; and
- the company you work at or represent.

It is most likely that you have provided us with this information yourself at some point, but it is also possible that a colleague of yours has given us your contact information. Also, it is possible that you have friends or family working with us and that they think that our events become so much better by you being there.

- When we are taking photos or capturing films from our events, your image and likeness may be included in this material. Either we do this ourselves, or we have someone professional help us with it.

Our purpose for processing the personal data is that we (i) want to be able to reach out to you with event invitations, (ii) in the odd case tell you about the things happening at our firm which we are excited about, (iii) document what we are doing at our events so that we can share what we are doing with the world, and (iv) help you out when you ask us for things, such as if you want to borrow a conference room, or want us to send you a copy of a presentation that we have held.

The legal ground that we base our processing on is that it is a legitimate interest for us to want to meet new people, maintain our relationships with our friends and clients, and to reach out with news and information about ourselves.

The fact that we base our processing on our legitimate interests means that we have considered how we process the personal data concerning you in relation to how this affects you, and that we came to the conclusion that you are most likely ok with what we do. If you are curious about how we have reasoned, please reach out to us and we will explain this in

detail. If you are not ok with this, just let us know and we will stop – there is more information on this further below.

We transfer your contact information to a company that helps us with sending neat looking emails that will not get flagged as spam. They are called MultiNet AB and are based in Sweden. The personal data relating to you is not transferred outside of the EU or EEA.

If you have been included in a photo or in video material, we obtain your permission before we communicate it on our channels (LinkedIn and Instagram).

We store the personal data concerning you continuously, but if we haven't heard back from you for more than six months, we get the hint and we will erase the personal data concerning you. Since we are fond of memories, we store photos and videos from our events locally for 3 years after the event took place.

You have rights regarding your personal data, which is a really cool thing with the GDPR. You have the right to:

- Access: meaning that you have the right to information about the processing, access to the personal data in question, and the right to obtain a copy of it.
- Rectification: meaning that we must correct the personal data if it is incorrect.
- Erasure: meaning that we must erase the personal data in certain circumstances, such as if there is no point in processing it any longer.
- Object to processing: since we are marketing ourselves directly to you, we must stop doing so if you object to it.
- Restriction of the processing: this is like an alternative to erasure, but where we only store the personal data without doing anything with it.
- Data portability: if you want us to transfer the personal data to someone else, we will help you with this, even if this means transferring it to another law firm.

Also, you have the right to lodge a complaint at the supervisory authority, which is Datainspektionen (subject to a name change to Integritetsskyddsmyndigheten, or possibly Dataskyddsmyndigheten). If you are not based in Sweden, you may contact the supervisory authority that is the closest to you.

Thank you for reading all of this, please feel free to drop by for a coffee at any time!

We are Synch Advokat AB

Contact us here: privacy@synchlaw.se

Or here: Birger Jarlsgatan 6, 114 36 Stockholm