

KRONABY

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Privacy Policy

This Privacy Policy explains how information about you is collected, used, stored and disclosed by Anima AB ("Anima", "we" or "us"), owner of the KRONABY trademark, when you visit our website and/or use our products and associated applications. Anima with address Västra Varvsgatan 19, 211 77 Malmö, SWEDEN is the data controller with regards to the personal data encompassed by this policy.

Please read this Privacy Policy before using our website or submitting any personal information through registration or use of any of Anima's applications, products or services.

Anima's website contains links to third party sites, which are not subject to this Privacy Policy. Anima does not endorse and is not responsible for the privacy practices or the content on these sites.

Personal data

'Personal data' means any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Collection of personal information

Anima collects personally Personal data - but only when that Personal data is provided by you or is obtained by Anima in accordance with this Privacy Policy or with your authorization. The Personal data is used in accordance with this Privacy Policy.

We may collect, store and use the following kinds of personal information:

- information about your computer and about your visits to and use of our website;
- information that you provide to us when registering your product;
- information that you provide to us when using your product and when you are using services associated with your product which we provide.

Information may also be collected from our partners and other third parties with whom we co-operate.

The types of Personal data that Anima collects may include the following

- name and address;
 - mobile phone number;
 - e-mail address(es);
 - IP address and browser information;
 - market research data such as customer usage patterns;
 - location data generated by using our products;
 - pedometer data generated by using our products
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- other information you give us when you contact our customer service team, engage with us on social media, take part in competitions and promotions etc.

Anima uses the Google Places API(s) for location searches and as a result is using the Google Maps/Google Earth API(s). Pursuant to the Google Maps/Google Earth APIs Terms of Service, use of this location feature is also subject to the Google privacy policy, which can be found at <http://www.google.com/privacy.html>, and is incorporated with this reference.

How is the collected data used

Anima may use your Personal data for the following purposes:

- personalize our website for you;
- send you email notifications that you have specifically requested; • processing registrations and inquiries;
- supply to you products and services;
- measuring interest in and improving our website, products and services;
- troubleshooting problems.
- to protect perceived rights, safety and property of Anima, our partners, users of our website or products and the public.
- To fulfil legal and regulatory requirements
- Providing customer services
- Fulfillment of warranty obligations
- For marketing purposes

The legal ground for the processing is primarily legitimate interest (GDPR article 6.1 f); fulfilling an agreement (GDPR article 6.1 c); or where so necessary or suitable, by your consent (GDPR article 6.1 a)

Disclosure of information

We may share your Personal data, if necessary, with a third party that is acting on Anima's behalf to provide services and to enhance the experience of our website and our products or services. These third party service providers and data processors are contractually obliged to treat such information in the strictest confidence. It is also contractually forbidden for them to use the data in any other way than required. The necessary steps are taken to ensure that our service providers and the processors working on behalf of us protect confidentiality of your Personal data We may use processors outside the European Economic Area (EU+Norway, Iceland and Liechtenstein.)

We may also share personal data with other third parties who will act as Data Controllers in their own right to perform services which you have requested. If so, we will secure that the processing is in accordance with the applicable legislation safeguarding your rights.

There may be occasions on which we disclose your Personal data to our partners in an anonymous form. Such Personal data includes, for example, information about the number of visitors to our website during a certain period of time. Such information is generally only disclosed in a 'bundled' and thus anonymous form.

Anima may also disclose your Personal data if it is necessary to protect perceived rights, safety and property of Anima, our partners, users of our website or products and the public. In some cases, it may be necessary to disclose your Personal data in accordance with legal and regulatory requirements. Personal data may also be transferred in relation to a merger or acquisition of our business or part thereof.

In some cases, the people to whom we disclose your Personal data to may be located overseas. The countries in which these people are likely to be located includes:

- *The Netherlands;*
- *Sweden;*
- *Ireland;*

Other than what is set forth above, Anima will notify you when Personal data about you is shared with third parties and you will have the opportunity to choose not to have Anima share such information. If the personal data is transferred to countries outside the EEA we will secure that all required measures for such a transfer as imposed by the GDPR and the EU-Commission is in place.

Sharing of Personal Data to friends

Some of our products allow you to share location data with friends through for instance social networks. If you input your login information of any social network in order to share location data, such login information is only stored locally on your device and is not provided to Anima.

Use of Cookies and Tracking Devices

Anima uses cookies to help personalize your use of our Website. Please read more about Anima's cookies policy here <https://www.kronaby.com/en/customer-care/legal/cookie-policy> .

Retaining personal information

Personal data that we process for any purpose will not be kept for longer than is necessary for that purpose. We will however retain your Personal data for a longer period to the extent that we are required to do so by law or if necessary in order to establish, exercise or defend our legal rights.

Security of personal information

Anima is committed to keeping your Personal data secure against unauthorized access or user alteration, unlawful or accidental destruction and accidental loss. Only authorized employees, agents and contractors (who have agreed to keep information secure and confidential) have access to your Personal data. However, you should be aware that there is always some risk involved in transmitting information over the internet.

Your rights

You have the right to request information about the Personal data that Anima holds on you, its origin and recipients as well as the purpose for which it is being stored. Information about stored data can be obtained by contacting Anima at privacy@animaconnected.com (mailto: privacy@animaconnected.com).

If your Personal data is incorrect, incomplete or irrelevant, you can ask to have such Personal data information corrected or removed. We will notify you within 30 days of receiving the request as to whether and, if so, to what extent, we will comply with your request. If for any reason we don't comply with your request, we will provide you with the reasons.

You can at any time withdraw any given consent to Anima to process your personal data for the specific purposes for which the consent has been given by contacting Anima at privacy@animaconnected.com (mailto: privacy@animaconnected.com). Note that not all of Anima's processing of your personal data is subject to your consent.

If you choose not to provide requested information, various customer benefits may not be available. In certain cases, only those who have submitted the necessary data to us are able to use products, use certain services and in other ways avail themselves of the activities and offers available on our website.

You have the right lodge a complaint with the competent authority in your country.

Amendments to this policy

We have pledged to adhere to the fundamental principles of Data Protection and consider the Privacy Policy as being binding in nature. We therefore regularly review our Privacy Policy in order to ensure that it is free of errors, clearly visible on our website, contains all the required information, is implemented in full, and is compliant with the Data Protection principles. This Privacy Policy may be changed from time to time in order to keep pace with new developments and opportunities relating to the Internet and to stay in line with prevailing EU legislation. Significant changes to the policy will be publicized on our website along with an updated version of the Privacy Policy.

Privacy contact information

If you do not understand any of the foregoing terms and conditions or if you have any questions, concerns or comments about Anima's Privacy Policy you may contact Anima at this address: privacy@animaconnected.com (mailto: privacy@animaconnected.com).

Last updated: 2018-09-24