

Privacy notice

When you (“**the Customer**”) enter into a support agreement or specifically call off the AED365 platform “**the Platform**”) from a Safe Life Group company, you may use the Platform for the purpose of administering the AED device and organizational measures related thereto.

Unless otherwise stated, Safe Life AB, 559208-0963 (“**Safe Life**”) is responsible for the provision of services to you via the Platform. Safe Life is the data controller for the processing, and this document is applicable.

Safe Life AB is part of the Safe Life Group, which is providing products and services related to First Aid and AEDs.

Personal data

- First and last name of the Customer’s representative
- Role of Customer’s representative
- Name of individuals who are trained first responders
- E-mail addresses
- Phone numbers
- Where the AED is situated (to the extent the information contains personal data)
- Other Personal data which the Customer may submit to the Platform in any form

Please note that if the Customer submits personal data to the Platform that pertains to employees or other individuals related to the Customer, it is the Customer’s obligation to ensure that data subjects are duly informed according to applicable privacy legislation. If the Customer is a private individual, the personal data will be collected directly from said individual.

Jointly, a user of the Platform (whether a natural or legal entity) is hereinafter referred to as “**User**”.

Purposes

Safe Life processes the personal data for the purpose of providing an administrative tool by storing and organizing data, and to provide information and notices related to the data which from time to time is submitted by Safe Life or the User into the Platform.

The personal data is stored for three years after the termination of the support and/or Platform agreement with Safe Life.

Personal data may also be processed for marketing and statistical purposes. For statistical purposes, personal data will be anonymised through aggregation.

Legal basis

The personal data is processed primarily to fulfil the agreement between Safe Life and User.

Safe Life has a legitimate interest in processing personal data for marketing and statistics, as well as in the event of recalls of AED devices.

Some personal data may also be processed if required by law, for example for accounting purposes or tax reporting.

Retention period

Safe Life will store the personal data for up to three (3) years after the termination of the support unless Safe Life is required by law to store the data for a longer period.

A different retention period may apply in some cases if an individual requests that their personal data should be deleted.

Transfer of personal data

Personal Data stored in the Platform for EU-based customers is stored in Europe.

Personal data may be shared with other Safe Life Group companies for internal administration and business development.

Safe Life may also directly or indirectly transfer personal data to Safe Life's suppliers who provide cloud storage, billing, accounting, technical support and other IT functions.

Personal data may also be shared with third parties involved in a merger or acquisition of our business (or parts thereof). We may also share your personal data with third parties if required by law.

In accordance with applicable data protection laws, Safe Life has entered into agreements with all processors who process your personal data on its behalf. Personal data may be shared with a recipient (e.g. a supplier) established outside the EU/EEA ('third country'). When transferring to a third country, Safe Life will either ensure that the recipient country is subject to an adequacy decision or enter into standard contractual clauses issued by the EU Commission with the recipient.

Your data privacy rights

You are entitled to:

- obtain confirmation regarding whether Safe Life process personal data about you, and in such case obtain access to it in the legally prescribed manner;
- request that Safe Life rectify inaccurate personal data about you;
- request that Safe Life erase your data where there are no legal reasons to continue the processing;
- request that Safe Life restrict the processing of your personal data, provided there are no legal reasons to continue the processing;
- request to obtain the personal data which relates to you, and which you have provided to us, in a structured, commonly used, machine-readable format (portability); and
- withdraw your consent at any time.

Please note that in order to ascertain that the correct person is submitting a request for a measure pursuant to the above, Safe Life may need to verify your identity.

You are also entitled to submit a complaint to the Swedish Authority for Privacy Protection, www.imy.se, regarding our processing. On their website, you can also receive detailed information about your rights pursuant to applicable data protection legislation.

Contact

If you have any questions regarding our processing of your personal data or if you wish to exercise your rights as set out above, please contact Safe Life at the contact details set out below:

[e-mail]

Changes

Safe Life may make changes to this privacy policy. The latest version of the privacy policy will always be available on the Platform.

Last updated: [date]