

## Privacy Policy

This privacy policy explains how we handle your personal data on our website [www.2050.se](http://www.2050.se) referred to as "the website," and the principles guiding 2050 Consulting AB ("2050") when processing personal data, such as sending emails. Contact information is provided below and at the bottom of the website.

### What Personal data do we collect?

- We collect personal data that you provide when signing up for newsletters or registering for courses, seminars, or other events organized by 2050. This includes your name, email address, and, if applicable, your employer and billing address. This processing is based on your consent when you provide your personal data to us.
- We use Google Analytics to measure website traffic and evaluate its functionality. This involves collecting your IP address and indirect data about your time on the website and what you click on, which is transferred to Google Inc. ("Google"). We have assessed that this processing is necessary to evaluate our operations and offer the best possible experience. More information on how Google uses the transferred data can be found here, including how to prevent Google Analytics from collecting data about you.
- We sometimes publish photos on social media from events we organize or participate in. If we do this, we always inform you at the specific event and ask for your consent. You can choose not to be included in the photos. The website also uses cookies, in accordance with our cookie policy, which you can find here.

### Processing of Personal Data

- 2050 values your privacy and ensures that all processing is done correctly, in accordance with applicable laws, and in a way that ensures safe and appropriate handling. All processing of your personal data is only for the purposes stated when collecting the data, unless you are clearly informed otherwise and, where applicable, asked to consent to other uses.
- If you want to know what personal data 2050 processes about you, you have the right to request access to this data. You also have the right to request correction or deletion of incorrect personal data.

Apart from what is stated above, 2050 will not disclose your personal data to anyone else or transfer it to any other country than Sweden without clearly informing you and, where applicable, obtaining your consent. For newsletters and other mailings, we always use technology that does not show addresses to other recipients.

- If you have comments on the processing, want to exercise any of your rights above, or for any other reason want to contact us, you can reach us at:

2050 Consulting AB  
Org nr 556905-2854  
111 30 Stockholm  
E-post: [ekonomi@2050.se](mailto:ekonomi@2050.se)

- You also have the right to contact the Swedish Data Protection Authority, which is the competent supervisory authority for personal data processing, to file a complaint. Contact details for the Data Protection Authority can be found at [www.datainspektionen.se](http://www.datainspektionen.se).

### How Long Do We Keep Personal Data?

The period for which we keep personal data depends on the type of processing – generally, we keep it until we have achieved our purpose for the processing, following these principles:

- We will send you newsletters as long as you want to receive them. The easiest way for us to know this is if you unsubscribe from future mailings if you no longer wish to receive them. We also monitor all our mailings internally, and if it turns out that you have not opened the mailings or otherwise remained inactive for a continuous period of one year, we reserve the right to delete your personal data from our systems. However, you are always welcome to register again.
- The personal data we collect for seminars, courses, or other events is needed to manage the event and, if applicable, send out information or any presentation materials before or after the event. Therefore, we store your personal data even after the event has ended.
- Personal data collected via our website, through cookies or Google Analytics, is stored by us only while you are on the website.

### Other

2050 may update and change this Privacy Policy. If this happens, you will receive a notification from 2050 and have the opportunity to accept the new terms.

Adopted by the Board of 2050 Consulting AB on January 22, 2020