

Privacy policy

*Updated April 19, 2024

Olssons i Ellös AB ("we"), cares about your privacy. Therefore, we always strive protect your personal data in the best possible way and to comply with all applicable laws and regulations for the protection of personal data.

This policy applies to any personal data we collect through www.olssonparts.com (the "Website"), or by telephone. The policy also applies to you who have registered a user account with us.

Olssons i Ellös AB, registration number 556617-0154, with address Slätthultsvägen 12, 474 31 Ellös, Sweden, telephone number +46 304-75 10 70, is controller for the processing of your personal data. The personal data that we process is the data that you have provided to us, such as your name, e-mail address, delivery address, home address and telephone number. We process the data for the purpose to administrate your purchase and fulfill our obligations to you as a customer. For this purpose, we may share the above mentioned personal data with our partners, such as our provider of payment solution and credit companies for payment or credit information, transport companies for transport of your order to the chosen delivery address. The legal basis for our processing is that it is necessary for us to fulfill the contract concerning your purchase. If the data is not provided to us we are unable to carry out your purchase on the Website or to fulfill our obligations to you.

We would like you to continue to be our customer and for you take benefit of our special offers we will also, for a period of one year from your latest purchases, be using your e-mail address, address and phone number to send our newsletter by e-mail, mail and text message. The legal basis for our processing of these personal data in order to send the newsletter is our legitimate interest of communicating with you as a customer for marketing purposes. For this purpose, we may also share your personal data with advertising agencies for e.g. printing and distribution.

For those who have registered a user account, we will process, in addition to the data mentioned above, also birth date and order history. The legal basis for the processing is your consent that you provided in connection with the registration of your user account with us. It is not necessary that you provide these data in order make a purchase with us, but if you want to register a user account it requires that you consent to this processing. The personal data is processed in order for us to administer your user account, to facilitate for you as a user as well as for direct marketing, newsletters, customer surveys and for statistical purposes. The data may also be used for distribution by mail, e-mail and text message to you until you unregister your user account or withdraw your consent. Your order history is processed in order for you to be able to keep track of your previous orders. Your birth date is processed merely in order to obtain a credit report if you have applied to become an invoice customer with us.

Your personal data is not kept for a longer period than is necessary for us to fulfill our obligations in connection with your purchase, such as delivery and handling of returns. We will send our newsletter to you for a year from your last order and we will therefore keep your contact information during this time. If you specifically give your consent to receive newsletters, we will keep your contact information until you ask us to stop sending newsletters. Your personal data may be kept longer to the extent we are required to do so by law. For you who have registered an account with us, we will

however process all your personal data until you unregister your account or ask us to delete certain data.

*We use IP addresses to analyze and limit robot activity on our website, which helps us protect it from malicious attacks and ensure that our visitors have access to a safe and reliable web environment. IP addresses are stored only for a limited time period of up to 72 hours. After this period, IP addresses are automatically deleted from our systems. The processing of IP addresses for this purpose is based on our legitimate interest in protecting our website and its users from harmful activity, in accordance with applicable data protection laws and regulations. We do not share IP addresses with third parties for marketing purposes or other purposes unrelated to the goal of protecting our website and its users.

*We have taken appropriate technical and organizational security measures, including anonymization, of the personal data we share with companies providing analysis and marketing services such as Google Ads and Google Analytics. Transfers of personal data to companies, organizations, or similar outside the EU/EEA are conducted in accordance with applicable data protection legislation. Normally, transfers of personal data outside the EU/EEA use the European Commission's standard contractual clauses, or the transfer is based on the European Commission's decision on an adequate level of protection for countries or territories.

In order to protect the personal data that we process, we and our partners have implemented several security measures. We have firewalls and antivirus programs to protect and prevent unauthorized access to our networks and systems. Our employees have strict instructions on how to handle all personal data in accordance with applicable laws and regulations. Only some of our employees have access to the facilities and systems where personal data is stored and it requires username and password to log into the system.

You have the right at any time to withdraw all or part of a given consent to the processing of your personal data. The withdrawal of your consent will, however, have no effect on our processing of your personal data for the period prior to the withdrawal. You also have the right at any time to object to the processing of your personal data for direct marketing. In accordance with current data protection legislation, you are entitled to, once a year, free of charge; receive information about your personal data that is processed by us. If you wish to receive such information you shall, in accordance with current data protection legislation, send a written request to us by post to the address indicated in the footer (thus, the request cannot be sent by e-mail). The written request must be signed by you.

You have the right to receive the personal data relating to you that you have provided to us in a structured, commonly used and machine-readable format and also you are entitled to transfer these to another controller (data portability).

If your personal data is processed in breach of applicable data protection law you are entitled to demand that your personal data is corrected, blocked or erased. You are also entitled to demand that the processing is restricted. You can also file a complaint at the Swedish Data Protection Authority who is supervising companies' processing of personal data.