

3. What do we do with your information?

3.1 The purposes of and legal basis for our processing of your personal data

3.1.1 Personal data is processed only to the extent that it is necessary for the purposes described in this Integrity Policy.

3.1.2 The data we process is mainly used to provide, perform and improve our business, products and services as well as to enter into and to fulfil our obligations and exercise our rights arising from a contract with you or a party for which you are a contact person.

3.1.3 We save your personal data only for as long as it is necessary for the purposes of our processing and for as long as required by law or any other regulated time limit. For further information, please see below.

3.1.4 Below we have compiled our various purposes with our processing of your personal data, the categories of personal data pertaining to the respective process, the legal basis for the processing and how long we store your personal data:

Purpose	Personal data	Legal basis	Storage period
Provide offers on products and services	Contact information	<i>If to you personally</i>	Until the offer is denied or, if it is accepted, during our contractual relationship.
E.g. to create, estimate and provide offers on our products and services.	Employment information	Take steps at the request of you prior to entering into a contract	Thereafter, only necessary information is stored up to ten years, as long as you can take legal action against us, deriving from our offer or our contractual relationship, with respect to the regulation concerning statute of limitation.
	Information regarding products and services	<i>If to a party for which you are a contact person</i> Legitimate interest	
Manage and perform our contractual relationship	Contact information	<i>If to you personally</i>	During our contractual relationship and thereafter as long as there are any outstanding rights or obligations
E.g. to fulfil our obligations and exercise our rights arising from any	Employment	Perform our contract with you <i>If to a party for which</i>	

Purpose	Personal data	Legal basis	Storage period
<p>contract with you or a party for which you are a contact person and to administrate our relationship to you or such party, such as identification, process orders, invoicing, payments and other financial follow ups, delivery (including notification and contact regarding delivery), handling of customer service issues, complaints, product liability and warranty cases, etc.</p>	<p>information Information regarding products and services</p>	<p><i>you are a contact person</i> Legitimate interest</p>	<p>deriving from our contractual relationship.</p> <p>Thereafter only necessary information is stored (i) as long as there is any outstanding product or service liability in order to handle any complaints and warranty cases, and (ii) up to ten years, as long as you can take legal action against us, deriving from our contractual relationship, with respect to the regulation concerning statute of limitation.</p>
<p>Manufacture, develop, provide, perform and maintain our products and services</p> <p>Including plan, organize, lead, perform and follow-up on our business, e.g. to</p> <ul style="list-style-type: none"> (a) administer our products and services, (b) manufacture our products, (c) design, develop and customise our products and services, (d) perform, make available and maintain our products and services, (e) administer and allocate customer responsibility, (f) administer and allocate case responsibility, 	<p>Contact information Employment information Information regarding products and services</p>	<p><i>If to you personally</i> Perform our contract with you <i>If to a party for which you are a contact person</i> Legitimate interest</p>	<p>During our contractual relationship and thereafter as long as there are any outstanding rights or obligations deriving from our contractual relationship.</p> <p>Thereafter, only necessary information is stored for up to ten years, as long as you can take legal action against us, deriving from our contractual relationship, with respect to the regulation concerning statute of limitation.</p>

Purpose	Personal data	Legal basis	Storage period
<ul style="list-style-type: none"> (g) administer and allocate work tasks, (h) administer cases and assignments, (i) administer customer teams (inter alia based on competence and ability), (j) administer timekeeping and billing, etc. 			
<p>Provide, maintain and manage our web-based services (cloud services)</p>	Contact information	<i>If to you personally</i>	During our contractual relationship and thereafter as long as there are any outstanding rights or obligations deriving from our contractual relationship.
E.g.	Employment information	Perform our contract with you	
(a) to enable your access to such services,	Information regarding products and services	<i>If to a party for which you are a contact person</i>	
(b) to enable integration with third party services,	Unique user information	Legitimate interest	Thereafter, only necessary information is stored for up to ten years, as long as you can take legal action against us, deriving from our contractual relationship, with respect to the regulation concerning statute of limitation.
(c) to offer support to users of our cloud services,	Device information		
(d) to send you alerts, reports or messages by email or otherwise;	Traffic and usage information regarding our external systems		
(e) to keep our services safe and secure			
(f) to detect and prevent security threats	Geographic information		
(g) to perform maintenance and debugging			
(h) to prevent abuse of our services			
(i) to ensure that content is presented effectively to you and your device,			
(j) to ensure the technical functioning of our cloud services and to monitor and prevent use of our services in breach of applicable terms,			
(k) troubleshooting, data analysis,			

Purpose	Personal data	Legal basis	Storage period
testing, research and for statistical purposes, etc.			
<p>Improve our products and services and general business development</p> <p>E.g. improving the quality of our current products, services and website, developing new products, services, features and new business opportunities, performing customer analyses, carrying out external surveys (for example polls about customer satisfaction), etc.</p>	<p>Contact information</p> <p>Employment information</p> <p>Information regarding products and services</p> <p>Unique user information</p> <p>Device information</p> <p>Traffic and usage information regarding our external systems</p> <p>Traffic and usage information regarding our website</p> <p>Geographic information</p>	<p>Legitimate interest</p>	<p>During our contractual relationship and thereafter up to 10 years.</p>
<p>Market and inform about our business</p> <p>E.g. to invite you to our events, to communicate relevant news and information within our practise areas to you, to communicate relevant information about us and our products and services to you, to inform about and present products or service offers and promote new products or services that are closely related to the products or services already purchased or used.</p>	<p>Identity information</p> <p>Contact information</p> <p>Employment information</p>	<p><i>If you are a customer or its contact person</i></p> <p>Legitimate interest</p> <p><i>If you are a prospect or its contact person (or otherwise)</i></p> <p>Your consent</p>	<p><i>If you are a customer or its contact person</i></p> <p>During our contractual relationship and thereafter as long as there are any outstanding rights or obligations deriving from our contractual relationship.</p> <p><i>Otherwise</i></p> <p>For as long as we have your consent. We will refresh your consent as</p>

Purpose	Personal data	Legal basis	Storage period
			appropriate.
<p>Provide and manage our website</p> <p>E.g. to manage our website and your access it, to optimize your experience of our website, to ensure that content is presented effectively to you and your device, including troubleshooting, data analysis, testing, research and for statistical purposes.</p>	<p>Contact information</p> <p>Unique user information</p> <p>Device information</p> <p>Traffic and usage information regarding our website</p> <p>Geographic information</p>	<p>Your consent</p>	<p>For as long as we have your consent. We will refresh your consent as appropriate.</p>
<p>Comply with any applicable legislation or other legal obligations</p> <p>E.g. to comply with obligations arising from our business, collective agreements, applicable laws, case law, regulations, other regulations or similar, such as rules on money laundering, accounting laws, tax legislation, etc.</p>	<p>Identity information</p> <p>Contact information</p> <p>Employment information</p> <p>Information regarding products and services</p> <p>Unique user information</p> <p>Device information</p> <p>Traffic and usage information regarding our external systems</p> <p>Traffic and usage information regarding our website</p> <p>Geographic information</p>	<p>Comply with legal obligations</p>	<p>During our contractual relationship and thereafter as long as there are any outstanding rights or obligations deriving from our contractual relationship.</p> <p>Thereafter, only necessary information is stored for (i) up to ten years, as long as you can take legal action against us, deriving from our contractual relationship, with respect to the regulation concerning statute of limitation and (ii) for up to seven years, in order to comply with statutory storage time regarding accounting.</p>

Purpose	Personal data	Legal basis	Storage period
<p>Manage mergers, restructurings and transfers</p> <p>E.g. to facilitate negotiations on and execute a merger, a restructuring, a transfer of shares or a business transfer relating to any part of our business, incentive programs etc.</p>	<p>Identity information</p> <p>Contact information</p> <p>Employment information</p> <p>Information regarding products and services</p> <p>Traffic and usage information regarding our external systems</p>	<p>Legitimate interest</p>	<p>During our contractual relationship and thereafter as long as there are any outstanding rights or obligations deriving from our contractual relationship.</p>

3.1.5 Please note, if you choose not to provide us with certain personal data or limit our right to process your personal data, that may result in that we cannot fulfil our obligations to you or to the party you represent and that you, or the party you represent, cannot assert your, or its, rights against us.

3.2 What are our legitimate interests?

3.2.1 As you can see in the list above under section 3.1.4 we may process your personal information because it is necessary for the purposes of our legitimate interests.

3.2.2 Our “legitimate interest” corresponds to the purpose for which we perform each processing based on our interest.

3.2.3 When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. Our legitimate business interests do not automatically override your interests - we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

3.2.4 We do not consider that our processing disadvantages you in any way. We use your information only in ways you would understand and reasonably expect and which have a minimal privacy impact, or where there is a compelling justification for the processing.

3.2.5 You have a right to object to processing that is based on our legitimate interests. If you wish to do so please contact legal@apptus.com. For more information on your rights, please see “Your rights” section below.

3.3 If you do not want to receive marketing information from us

3.3.1 As described in section 3.1.4 above, we may process your data to invite you to our events, to communicate relevant news and information within our practise areas to you, to communicate relevant information about us and our services etc. If you do not want to receive such communication, you are welcome to email us at legal@apptus.com.

3.4 How to revoke your consent

3.4.1 Some of our processing of your personal data described in section 3.1.4 above is based on your consent. You have a right to revoke your consent to this processing of your personal data at any time. If you would like to make use of this right and revoke your consent, please contact us at legal@apptus.com.

3.4.2 Please note, if you revoke your consent, it does not affect the legality of the processing we have performed based on your consent before it was revoked.

3.5 Automated decision-making

3.5.1 We do not perform any processing that includes automated decision-making (including profiling).