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Introduction

This service is operated by Honk and Go AB. Honk and Go handle a variety of personal data, such as names, e-mail addresses in our daily businesses. Therefore, we take data security and adherence to data protection legislation very seriously. This privacy policy explains how we collect, store, use and disclose any personal data we collect about you when you use this website, as well as how we protect the privacy and confidentiality of your personal information. Your privacy matters to us so whether you are new to our service or a long-time user, please do take the time to get to know our practices – and contact us if you have any questions.

Honk and Go AB, reg. no. 559255-8273 (“we”, “us” or “our”) is the so-called “data controller” of your personal data and is therefore responsible for the lawfulness of what we do with your personal data. Our service may be referred to as “Relaxad”.

The personal data we collect

Generally, the type of personal data we collect is the information that we need to enable you to advertise, and connect Relaxad to different advertising services in order to use our services. This includes information such as your first and last name, company contact information, telephone number and email address. This is not an exhaustive list. Should you contact us for support, we will save the data you provide in any email or other messages.

What we do with your personal data

To be allowed to handle your personal data, the applicable data protection legislations obligate us to have a so-called “legal basis” for each of our purposes to process your personal data. For this reason, we have drafted the below table to show our legal basis for each of our purposes.

<p>If you have chosen to create a user account on our website, we will make such an account available to you. We will also store your username and password.</p>	<p>Performance of our contract with you.</p>	<p>Your user account data will be stored until you decide to cancel your user account via our website. However, if you have not logged into your user account for 24 months, we will erase such an account and information within it provided that we don't have another legal basis for storage.</p>
<p>If you have commenced a creation of a user account, but not completed the registration we may send you an e-mail with a link back to the account.</p>	<p>Our legitimate interest to conduct business and enable you to complete your account without having to fill out all information once more. If you do not want these e-mails, you may opt-out at any time within the e-mail.</p>	<p>24 hours from the time you left the registration process.</p>

Storing of emails and other digital messages.	Our legitimate interest to (i) improve our service through internal education, and where applicable (ii) solve your potential requests or claims. If you do not want your correspondence to be saved, you may object by letting our support know.	24 months from the date of the email or digital messages arrival in our inboxes.
Record phone calls for quality assurance purposes and for any future requests or inquiries by you.	Our legitimate interest to (i) improve our service through internal education, and where applicable (ii) solve your potential requests or claims. If you do not want the phone call to be recorded, you may object to such recording before the recording starts.	6 months from the date of the phone call. Only a limited number of persons have access to your recording.

<p>Use of cookies to for example improve the usability of this website, provision of a personalized experience and for collecting usage statistics. We also use session cookies to improve the security of this website</p>	<p>Our legitimate interest to (i) improve our website, (ii) show you offers of interest to you, and (iii) have a secure service offering and website. If you don't want us to store cookies on your computer, you may change the settings in your browser at any time.</p>	<p>Depending on the type of cookie. See below for more detailed storage times.</p>
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In addition to the above, we undertake such day-to-day measures that are necessary for businesses providing services to consumers, such as bookkeeping, accounting, billing, fulfilling anti-money laundering obligations and maintaining our website security. To the extent this is not mandatory under applicable laws, we undertake these measures based on our legitimate interest. We may also analyze our customers' behavior in order to improve our websites and services on a general level. However, such analysis will use generalized or anonymized data on an aggregated level.

We may also use data input by customers to analyze overall trends in the advertising space, how different combinations of assets perform together and over different channels and adformats. We may aggregate this data with data from other customers in order to improve our websites and services on a general level. However we will never provide customer specific data to other users.

Sharing your personal data

We will only share your personal data where necessary for the purposes listed in this privacy policy. This may be to government authorities and our trusted business partners with customer consent. For example we may share your personal data with business partners such as for example but not limited to Google, Facebook, Linkedin, Snapchat and other partners that requires our services to pass information or integrate with them for our services to work.

Each partner is responsible for its own handling of your personal data after it has received it from us, meaning that you must contact the partner in question for any requests related to your rights under applicable data protection legislation. We recommend that you read the partners' respective privacy policies for information on their handling of your personal data.

We will also share your personal data with other companies (so called “data processors”) needed to deliver the services you requested, such as service providers running our call centers and our other suppliers and vendors that will handle your personal data when providing their services to us (for example external storage).

Due to the global nature of the advertising industry, your personal data may be processed in different locations around the world when the parties we share your personal data with reside in a country outside the EU/EEA.

Third party providers

Please note that our website contains links to other websites and serves content from third-party providers. This privacy policy only applies to our website and our services. When you follow links to other websites, or use third-party services and products, you should read their privacy policies. Also, if you choose to contact us via social media, this privacy policy does not apply to any personal data submitted by you as part of such contact – in such case, we recommend that you read the privacy policy of such social media provider.

Your rights

According to the applicable data protection legislation, you have certain rights as a so-called “data subject”. Below, we have listed your rights. Your rights include the following:

1. **Right to access** – You are entitled to access the personal data that we handle. You are also entitled to receive certain information about what we do with the personal data. Such information is provided in this document.
2. **Right to rectification** – Under certain circumstances, you are entitled to correct inaccurate personal data concerning you and to have incomplete personal data completed. Please note that we might not be able to correct inaccurate personal data provided by you..
3. **Right to erasure** – Under certain circumstances, you are entitled to have your personal data erased. This is the so-called “right to be forgotten”.
4. **Right to restriction of processing** – Under certain circumstances, you are entitled to restrict how we use your personal data.
5. **Right to data portability** – You are entitled to receive your personal data (or have your personal data directly transmitted to another data controller) in a structured, commonly used and machine-readable format from us.
6. **Right to object** – You are entitled to object to certain types of handling of personal data that we carry out. This applies to all our activities that are based on our “legitimate interest”.

Finally, you also have the right to lodge a complaint with the applicable data protection supervisory authority.

Cookies

A cookie is a small text file that is stored on your computer, some only until you close down your browser (so-called “session cookies”) and some for an extended period of time (so-called “permanent cookies”). If you do not wish to allow storage of cookies on your computer, you can change the settings in your browser. Note however that in a few cases some of our website features may not function properly and some content may not be displayed correctly as a result.

This website uses cookies for a number of reasons, including for provision of a personalized experience, for improving the usability of this website and for collecting usage statistics. We also use session cookies to improve the security of this website.

In some cases when using cookies, we share data with third parties. For example, we may use Google Analytics and Google Ads, services which transmits website traffic data to Google servers. Google Analytics does not identify individual users and does not associate your IP address with any other data held by Google. We use reports provided by Google to help us understand website traffic and web page usage and optimize advertisements bought from Googles own and other advertising network. Google may process the data in the manner described in **Google's Privacy Policy** and for the purposes set out above in this section. You can opt out of Google Analytics if you disable or refuse the cookie, disable JavaScript, or use the opt-out service provided by Google. **To opt out of advertising features from Google use this link.**

Our website may also use Facebook pixel, which collects anonymized aggregated data that helps us with optimization of ad purchases on Facebooks different platforms (including Instagram). Facebook collects a user id that will allow them to match if a user has visited a site with the Facebook pixel. We as advertisers can however never identify the behavior of a specific user. Facebook and its related platforms are in a closed advertising ecosystem where their users can regulate if they consent to advertisers using data collected from their websites to purchase ads on Facebook. **To view and change your advertising settings on Facebook use this link.**

To be transparent, we have summarized the cookies used on this website here.

Cookies

For further information about cookies visit www.youronlinechoices.com.

Data security

In order to keep your personal data secure, we have implemented a number of technical and organizational security measures. For example, we maintain high levels of technical security in all systems (including traceability, disaster recovery, access limitations etc.). In addition, we

have adopted policies to ensure that our employees (which of course are subject to confidentiality obligations) do not use personal data when it is not necessary. Such policies also set out our standards for when we contract suppliers or introduce new IT systems within our operations.

How to contact us

If you have any questions relating to our handling of your personal data or our use of cookies, or if you would like to invoke any of your rights under applicable data protection legislation, please send an e-mail to: info@relaxad.com

Changes to the privacy policy

If we change how we handle your personal data or how we use cookies, we will promptly update this privacy policy and publish it on this website.

Last updated: April 2021