

Truenordic is a trading name of Truenordic AB ("we"). Truenordic respects your privacy. This policy explains how we will use and look after any personal information that is provided through this website. This policy sets out the basis on which any personal data we collect from you, or that you provide to us and how it will be processed by us and by our Truenordic Partners. By visiting www.truenordic.com you are accepting and consenting to the practices described in this policy. For the purpose of the Data Protection, the data controller is Truenordic AB a company registered in Sweden (company registration number 559087-3393) with registered office at Kullagatan 6, 252 20 Helsingborg, Sweden and Truenordic Partners.

Collecting Information

Truenordic collects information when you fill out or complete an online purchase, phone or email us or otherwise provide us with personal information. This information could include names, email addresses, postal addresses and phone and mobile numbers.

With regard to each of your visits to our site we may automatically collect the following information: technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

Use of Information

The information will be used to provide you with the information, products or services that you have requested and for administrative purposes. We and/or our Truenordic Partners will also use your information to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about. If you are an existing customer, we and/or our Truenordic Partners will contact you by post or by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, and where we permit selected third parties including Truenordic Partners may use your data, we (or they) will contact you by post or electronic means. We will also use your information to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you and to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them. The information we collect about you will be used to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes, to improve our site, to allow you to

participate in interactive features of our service, when you choose to do so, to measure and understand our advertising and to deliver relevant advertising to you and as part of our efforts to keep our site safe and secure.

Protecting Personal Information

We use a secure server and take other measures to ensure that any information disclosed to us remains secure.

Disclosing Personal Information

We will share your personal information with our Truenordic Partners in Europe and any member of our group (which means our subsidiaries, our ultimate holding company and its subsidiaries).

It is possible that we may provide your information to our service providers and associated organisations in order to fulfil your requirements. Where our service providers are based in the United States, they are contracted to comply with the same terms as dictated by European law.

We will share your information with selected third parties, Truenordic Partners in Europe, business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you, analytics and search engine providers that assist us in the improvement and optimisation of our site, advertisers and advertising networks that require the data to select and serve relevant adverts to you and others.

We may disclose your personal information to third parties in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets. If Truenordic AB or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be transferred.

Where we Store your Personal Information

The data that we collect from you will be stored on the Truenordic dedicated root server at Hertzner within Europe and may be transferred to Truenordic staff and suppliers.

Such staff and suppliers may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Your Consent

We sell our products only through Independent Truenordic Distributors (Partners). When placing an online order, you are seamlessly transferred to the website of a Truenordic Partner in your area during checkout unless you have entered recommending contact data or used a URL given to you by the recommending person. The contract for the purchase of products is made between you and the Truenordic Partner, and we will fulfil the order on the Truenordic Partner's behalf. Your contact details will be held by both us and your Truenordic Partner, who may contact you to ensure you are happy with your products.

You agree that we may provide your details to another Truenordic Partner should your current contact cease to be a Truenordic Partner. Your Truenordic Partner may contact you with details of products and opportunities we provide, invite you to events or contact you to obtain your feedback.

When you provide us with information you automatically consent to it being used by us for the purposes as set out in this privacy statement.

Changes to Your Information

If your personal details change and you want us to be aware of this please let us know by contacting us at: support@truenordic.com

You have the right to access information held about you. Any access request may be subject to a fee of €10 to meet our costs in providing you with details of the information we hold about you.

We reserve the right to modify this Privacy Statement from time to time. We will post any notice of changes on our website and where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Removal from Records

You can at any time ask us to remove your information from our records or to stop processing your personal data by contacting us at: support@truenordic.com