

Integrity and Marketing Policy

1. General

This privacy and marketing policy describes how Starzone Sports AB, org. No. 559073-9826, Blåbärsvägen 24, 186 45, e-mail: info@starzonesports.com, ("Starzone", "we") collects, uses, leaves and stores your personal information.

1.1 The Privacy Policy applies when Starzone provides services and products related to purchase, service issues and other contacts with Starzone, such as site visits. The privacy policy also applies to the processing of personal data made in the context of account holdings in the Starzone Webshop. ("Account Holder").

1.2 You should always be able to feel safe when you submit your personal information to us. We want to demonstrate with this Privacy Policy how we guarantee your personal information is processed in accordance with applicable privacy laws.

2. Personal Data Responsible

Starzone is the personally responsible person for Starzone's processing of your personal data and is responsible for such processing in accordance with applicable legislation. Starzone is also a personally responsible person for processing personal data in connection with account holdings in Starzone Webshop.

3. When do we process your personal information?

3.1 In order for you to visit our website, buy our goods or services or contact us for service or information, we must collect and process personal information about you.

3.2 Starzone collects and processes personal information about you when completing a Starzone website purchase, using Starzone support, visiting Starzone's website, or an event Starzone organizes or when you are in contact with Starzone. Information collected from you at the time of booking and purchase is necessary to enter into a contract with Starzone and to enable Starzone to offer its services and offers.

3.3 If you are Account Holder, Starzone collects personal information about you that you provide when registering account holdings. Starzone also collects information about you while you are Account Holder in the context of your account holding, such as your purchase history, how you interact with Starzone's website, which deals you have been interested in by reading an email or clicking on a link. Starzone also handles tasks such as Starzone from time to time by access to your Starzone Webshop account. As Account Holder, you can update your details at any time by accessing "My Account".

3.4 We also collect and update your address information through third party service for address update.

4. What personal data do we treat about you?

4.1 For you who are a Starzone customer

The Personal Information Frifaktura collects and processes you as a customer who performs buying and using our support services are:

Name and identification number (social security number, national ID or organization number)

address

Phone number and email

payment details

Customer number

IP address and information about your use of Starzone's website

4.2 For you who are Account Holder

The personal data Frifaktura collects and treats you who are Account Holder is:

Name and identification number (social security number, national ID or organization number)

address

Phone number and email

payment details

account Information

IP address and information about your use of the Frifaktura website

Informatie over welke van onze producten of aanbiedingen u heeft geïnteresseerd, hoe u met onze nieuwsbrieven communiceert en welke gebeurtenissen u heeft gerapporteerd om

Information about your purchases

Information about your account holdings

Information about your purchases

Information about your account holdings

5. Why do we treat information about you?

5.1 For you who are a Starzone customer

Starzone processes your personal data for different purposes. Mainly, Starzone processes your personal information in order to:

Completing our obligations to you as a customer, such as execution of purchase, invoicing and provision of support;

Allow general customer care and customer service, as for answering questions and correcting incorrect information;

Provide information and direct marketing, by mail, e-mail, SMS / MMS and phone regarding Starzone and selected partner's goods and services;

Managing Customer Relationship and Providing Our Services;

Provide relevant information and custom offers in newsletters as well as on the web;

Verbeter ons klantenaanbod, zoals de ontwikkeling van diensten, producten en functies;

Prevent fraud and carry out risk management; AND

Follow applicable legislation, such as accounting laws.

The data can also provide basis for market and customer analyzes, market research, statistics, business tracking and business and method development related to the purchase of goods and services

5.2 For you who are Account Holder

In addition to the above statement, Starzone processes personal information about Account Holder also in order to:

Manage Account Holdings;

Provide you with the opportunity to use Account Holder Benefits, such as the ability to save favorites, pre-filled tasks, more payment options, easier handling of cases and complaints and ability to manage multiple addresses;

Provide special offers;

Enable communication with you as Account Holder by mail, email, phone or SMS / MMS; and

Enable personalized offers, promotion and event invitations via phone, mail, email and SMS / MMS.

6. The legal basics of our processing of your personal data

6.1 Starzone bases the processing of your personal data on a number of legal bases. These are described in this section.

6.2 We treat your personal information, among other things, to fulfill the agreement with you as a customer or as Account Holder, such as to make bookings, purchases and to fulfill our obligations to you as Account Holder, such as simplified administration and order history. Based on this legal basis, we also treat you as Account Holder, such as your purchases, your behavior on our website, your interaction with Starzone, and your interest in our offerings and products in order to fulfill our commitment to providing you with personal offers.

6.3 Part of the processing of personal data we carry out is based on a so-called interest-rate balance. This applies, for example, to the treatment we take to send you offers about our goods and services and to make a limited segmentation of customers, such as based on total purchase sums. Starzone does not process sensitive personal data based on an interest weighing and does not perform any treatment that constitutes profiling based on a balance of interest.

6.4 In some cases, Starzone may have a legal obligation to process your personal information. This applies, for example, to the processing of personal data we perform in order to meet the requirements of the Accounting Act.

7. Compilation of our personal data processing

Purpose Legal basis Categories of personal data Shelf life

TO MANAGEMENT, DEVELOP AND DELIVER OUR GOODS AND SERVICES AND SUPPLY SUPPORT
Completion of Purchase Agreement (Sales Terms)

Name, address, telephone number and e-mail

Geographic information

IP address, device information, log information

Two years after you last been active with Starzone, for example by shopping with us or contacting our customer service

TO ENSURE THAT LAW REQUIREMENTS WILL BE AFFECTED, AS THE FINANCIAL STATEMENTS LEGAL OBLIGATION

Name, address, telephone number and e-mail

Geographic information

IP address, device information, log information

As long as we are required to store the data in accordance with applicable law

TO MARKET FRIFACTURA AND OUR COOPERATION PARTIES OR GROUP COMPANY PRODUCTS AND SERVICES BY POST, EMAIL, TELEPHONE AND SMS / MMS Interest Weighing

Name, address, telephone number and e-mail

Geographic information

IP address, device information, log information

Two years after you last been active at Frifaktura, for example by shopping with us or contacting our customer service

TO ADMINISTRATE YOUR ACCOUNTS, GIVE YOUR POSSIBILITY TO GIVE INDIVIDUAL ADMINISTRATIVE OFFERS AND POSSIBLE IMPORTANT COMMUNICATION BY POST, EMAIL, TELEPHONE OR SMS / MMS
Completion of a Free Trade Account Agreement

Name, address, telephone number and e-mail

Geographic information

IP address, device information, log information Payment details

Customer number

Information on how to use our web, which of our offers you have been interested in, which of our newsletters you interacted with and which of your events you signed up for

Information about your purchases

Information about your account holdings

As long as you have an account in Starzone Webshop.

8. Profiling

8.1 Starzone can process your personal information through profiling if you are Account Holder. If you are Account Holder, you will find information about using our web, which of our products, services and offers you have been interested in, which of our newsletters you interacted with and which of your events you signed up with, information about your purchases and information about your account holding to provide you with offers that we think fit you and to invite you to events we think you would like to go on.

8.2 You may object to the processing of personal data by profiling. To do this, call Starzone Customer Support or contact info@starzone.com. Once Starzone has received your notification, Starzone will stop processing your personal information for this purpose.

9. How long do we save data about you?

9.1 Your personal information will only be stored as long as there is a need to save them to fulfill the purposes for which the data was collected in accordance with this Privacy Policy. Starzone may save the data longer if necessary to comply with legal requirements or to guard Starzone's legal interests, such as if there is a legal process going on.

9.2 9.2 Starzone saves customer data for a maximum of 24 months after the customer last completed a purchase or otherwise integrated with Starzone.

9.3 Starzone saves information about Account Holder as long as the Account Holder has an account in Starzone Webshop.

10. Who do we provide personal information to?

10.1 Starzone may disclose your information to third parties, such as Starzone Group companies and other affiliates, as well as card and communications service providers. Starzone may also provide your information to companies providing address updates services to ensure that we have the right address information for you.

10.2 Third Party Starzone discloses information to or otherwise provides information about a customer or Account Holder may use the information only for the purposes of selling and marketing Starzone and Starzone's partners and group companies' services and products or for the purpose of providing services related to Starzone's agreement with you as a customer or account holder. If you apply for a credit when purchasing a product or service, your information may be disclosed to credit reporting companies.

10.3 Personal data may also be provided by Starzone if necessary to comply with applicable legal requirements or government requirements, to take advantage of Starzone's legal interests or to detect, prevent or detect fraud and other security or technical issues.

10.4 Starzone may transfer your personal data to non-EU / EEA, if any of Starzone's suppliers or partners are located there. If personal data is transferred to any non-EU / EEA country, Starzone will take steps to ensure that personal data remain protected and also take the necessary steps to legally transfer personal data to non-EU / EEA countries.

10.5 We will not sell your personal information to third parties unless we have your permission.

11. Change of Privacy Policy

11.1 Starzone has the right to change the Privacy Policy at any time. Starzone will promptly notify you of changes to the Privacy Policy. If you do not accept the changes, you are entitled to terminate the agreement with Starzone before the amended Privacy Policy enters into force. You can terminate the agreement by contacting Starzone.

12. The protection of your personal data

You should always be able to feel confident when you submit your personal information to us. Starzone has therefore taken the security measures needed to protect your personal data from unauthorized access, change and deletion.

13. Your rights

13.1 Starzone is responsible for processing your personal data in accordance with applicable legislation.

13.2 Starzone will, at your request or on its own initiative, correct, disassociate, delete or supplement any information that is found to be incorrect, incomplete or misleading.

13.3 You are entitled to request

a. Access to your personal information. This means that you are entitled to request a registry outline of the processing we conduct regarding your personal data. You are also entitled to receive a copy of the personal data being processed. You are entitled to once a calendar year, by written application, receive a registry extract from which personal data are registered about you, the purpose of the treatment and the recipients the information has been provided or to be disclosed. You also have the right to receive information on where the data has been retrieved if personal data have not been collected from you, the existence of automated decision making (including profiling) and the predicted period during which the data will be stored or the criteria used to determine this period. You also have the right to obtain information about your other rights listed in this paragraph in the registry extract.

b. Correction of your personal data. We will prompt you to correct the incorrect or incomplete information we process about you as quickly as possible.

c. Deletion of your personal data. This means that you are entitled to request that your personal data be removed if they are no longer necessary for the purpose for which they were collected. However, there may be legal requirements that we can not immediately delete your personal data in, for example, accounting and tax laws. We will then end the processing done for purposes other than complying with the legislation.

d. Restriction of treatment. This means that your personal information is marked so that they can only be processed for certain delimited purposes. For example, you may request a limitation when you consider your information incorrect and you have requested a correction under item 12.3 b). Meanwhile, the accuracy of the data is investigated, their treatment will be limited.

13.4 Starzone will notify each recipient of which personal data has been disclosed in accordance with paragraph 10 above regarding any corrections or deletion of data as well as limitation of processing of data.

13.6 You are entitled to object to personal data processing performed on the basis of a balance of interest. If you object to such treatment, we will only continue treatment if there are legitimate reasons for treatment that weigh heavier than your interests.

13.7 If you do not wish to process your personal information for direct marketing, you are always entitled to object to such treatment by sending an email to info@starzonesports.com. Once we have received your objection, we will cease processing your personal data for such marketing purposes.

13.8 You may submit any complaints regarding the processing of your personal data to the Data Inspectorate.

14. Cookies

When you visit our website, we use cookies, you will find more information about how we treat cookies in our cookie policy.

15. Contact information

15.1 Do not hesitate to contact us if you have any questions about this Privacy Policy, the processing of your personal information or if you wish to request a registry extract. Our contact information can be found below.

Starzone Sports AB

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info@starzonesports.com