

Privacy policy

by Ogeborg AB (“Ogeborg,” “we,” or “the Company”) respects your privacy and your right to control your personal data. We are transparent about what information we collect, why and how we protect it.

This policy describes which personal data we process, for what purposes, how long it is stored, and how you can exercise your rights under the General Data Protection Regulation (GDPR). The policy applies to you as a customer, supplier, or other partner of Ogeborg.

Data controller

by Ogeborg AB, reg. no.: 556250-6914
Maria Skolgata 81, 118 53 Stockholm, Sweden
Phone: +46 8 120 542 00 | Email: info@ogeborg.se

Personal data we collect

We collect information directly from you. Examples of personal data we process include:

- Name, phone number, email address, address, company information (if you represent a business)

If necessary, we may supplement your information with data from public registers to ensure accuracy in our systems.

Why we process your data

We process personal data for the following purposes:

- To manage requests for quotes, sample orders, and customer orders
- To communicate via phone, email, website, or social media
- To send newsletters and information about products, price changes, or terms
- To maintain business relationships with customers and suppliers

Legal basis for processing

The legal basis for processing personal data is:

- Contract (when processing is necessary to fulfill a contract with you)
- Legitimate interest (when we have a legitimate interest (e.g., marketing) that does not override your rights)
- Consent (when you have explicitly agreed that we may use your data for specific purposes (e.g., newsletters))

You may withdraw your consent at any time by contacting us.

Data storage and deletion

We store your personal data as long as it is relevant for the purpose of processing:

- Customer data is stored while you are an active customer, and up to 12 months thereafter
- Data required by accounting laws is stored for 7 years
- Personal data used for marketing purposes is stored until you unsubscribe or request deletion

Sharing data with third parties

We use external systems for customer management (CRM), finance, and payroll. These providers act as data processors and only process data according to our instructions and under a valid data processing agreement.

We never share your data with third parties for marketing purposes without your explicit consent.

Your rights

You have the right to:

- Access the personal data we process about you
- Request correction or deletion of your data
- Object to processing or request restriction
- Move your data (data portability)
- File a complaint with the Swedish Authority for Privacy Protection (IMY)

To exercise your rights, contact us at info@ogeborg.se.

Marketing

If you no longer wish to receive newsletters or other communications from us, you can unsubscribe at any time via the link in the emails or by contacting us directly.

Automated decision-making

We do not use automated decision-making or profiling.

Links to other websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these sites.

Updates to this policy

We reserve the right to update this policy. The latest version is always available on our website.