

Guidelines for Privacy Protection

We within Bixia are committed to your security and to making sure that the personal data we hold about you is processed in accordance with the rules set out in the General Data Protection Regulation (GDPR). You can read the guidelines we apply to protect your personal data below.

Bixia's guidelines for the protection of your personal data

We respect your personal data and your privacy. Within our companies we only collect, store or use your personal data for specific purposes. We consider it important to work continuously on issues such as loyalty, awareness, training and organisation in order to protect the privacy of our customers and employees. We protect your data by means of technical and organisational security measures such as password protection and restricted authorisation.

When you visit bixia.se/Bixia's new app, you must give your consent to the use of cookies. A cookie is a small text file that a website you visit asks if it can save on your computer. When you visit our website, we may send and save a cookie on your computer, tablet or mobile phone. You decide for yourself how your computer manages cookies through the settings in your browser.

1. What are cookies?

Cookies are used to optimise the website's function and to adapt it according to your preferences. We may therefore use cookies to try and improve your user experience by remembering your behaviour on the site from one visit to the next. If you choose to view preferences for certain content, we can personalise the site by showing content that we believe is of interest to you, or prevent you from being exposed to something you have deselected. The website's functionality depends to a certain extent on cookies, for example to maintain login, etc.

We make use of both first-party and third-party cookies for different purposes. Some of the cookies placed on your computer are deleted when you leave our website (session cookies), while others remain for up to two years so that the website can recognise you from one visit to the next if you return, and so that we can enhance your and our visitors' experience at bixia.se (permanent cookies). You can find out more about our cookies and how we manage them below.

We also use different tools from social media, both third-party solutions, to increase interaction on the site. If you are already using one of these social media platforms, their cookies can be set via our website and link to your account with the specific supplier. Data may then be used by them to adapt functionality or advertising on their website based on how you use their service on our website.

We may also use third-party cookies (set from other websites, e.g. Google) to compile and store anonymous data and statistics about search and sales behaviour, which are

used together with other visitor data in order to create statistical summaries and reports. This data is absolutely anonymous and is not linked to your personal data.

What happens if I don't accepted cookies?

We do not save your personal data. You can easily delete cookies from your computer or mobile device via the browser. For instructions on how to manage and delete cookies, go to the "Help" option in your browser. You can choose to disable cookies or to receive a notification every time a new cookie is sent to your computer or mobile device. If you choose not to accept cookies or delete them from your browsing history, functions, service or pages from this website may lose functionality or availability and result in a poorer experience.

You do not need to accept cookies from our website, and most browsers offer you the option of declining cookies when you come into the website. If you want to find out more about how to do this, go into your browser's Help menu. If you choose not to accept cookies or delete them from your browsing history, functions, service or pages from this website may lose functionality or availability and result in a poorer experience.

We collect anonymous statistics using pixels.

We also use tracking pixels on our website so that we can improve your experience and our visitors' experience at bixia.se. The pixels are used to target special offers to you in other places, so-called re-targeting on Facebook and at other places you browse that are part of the Adform platform. The tracking pixels also register purchases so that we can measure how our advertisements are performing and how relevant you as a visitor think they are. This conversion is only saved for 28 days from advertisements from Facebook and for a maximum of 13 months from advertisements we buy via Adform. We can never link you as a visitor and your personal data with the statistics generated by the pixel. These are anonymous statistics that you leave behind and that we use to enhance your experience. You can find out more about tracking pixels here. We have a processing agreement with all of our partners for advertising and collecting statistics, to the effect that they process the data we share in accordance with the law.

You can control the advertisements you see based on your activities outside Facebook here: <https://www.facebook.com/help/568137493302217>

You can control the advertisements you see based on your activities at bixia.se here: <https://site.adform.com/privacy-policy-opt-out/>

We use cookies and pixels on our website in order to:

- Facilitate the use of the website and enable the pages to load quickly on your computer (first-party session cookie).
- Rationalise and follow up on our sales campaigns and marketing activities. We engage external partners for this (third-party permanent cookie).
- With the aid of the analytical tool Google Analytics (first-party session and permanent cookies), we collect statistics on how our visitors move around the website, e.g.:
 - Whether the visitor has been on the website before
 - From where the visitor clicked their way into our website
 - Which pages are visited on the website

- O How long the visit lasts
- O Which browser is used

- Analyse purchases through a conversion pixel in which we can see how many visitors who have clicked on an advertisement make a purchase at bixia.se. Here we use a third-party cookie such as, for example, Facebook and Adform. All of our third-party partners have a processing agreement with us and process your personal data in accordance with GDPR.
- Show you advertisements for products that you have clicked on previously, searched for or otherwise displayed an interest in (redirection).

Different kinds of cookies

Cookie files that make sure that the website works as intended (mandatory cookies)

- The website may use cookie files to: remember information you fill in on various pages when paying or ordering, so that you avoid having to enter all the details over and over again
- save settings such as language, location, number of search results to display, etc.
- save settings for optimised video display, e.g. buffer size and information about screen resolution
- read browser settings so that we can display our website in the best possible way on your screen
- discover abuse of our websites and services, including the registration of repeated unsuccessful login attempts
- load the website in a consistent way so that it is constantly available
- give you the opportunity to save your login status so that you do not have to enter your login details every time you visit the site
- make it possible to define a reaction on our website
- optimise the website in real time, depending on how you use the website, e.g. by highlighting a field in a form or making it flash after a period of inactivity

Cookie files that enable us to measure website usage (analytical cookies)

Our website may use analytical cookie files to:

- keep track of the number of visitors to our websites
- keep track of how long each visitor spends on our websites
- determine in which order a visitor accesses the different pages on the website
- find out which parts of the website need to be improved.
- optimise the website
- ask for feedback from you about certain parts of the website

Cookie files for sharing content on our website via social media (cookies for social media)

With the aid of these cookie files:

- users logged into selected social media can share and like content directly on our website

Social media providers can also collect your personal data for their own purposes. Bixia has no influence over how social media providers use your personal data. There is further information about cookie files used by social media and what kind of data they collect in the social media's own confidentiality notices and cookies policies. We have listed confidentiality notices for the most widely used social media below:

- Facebook
- Google+
- Twitter
- LinkedIn
- YouTube
- Instagram

Cookie files to show targeted advertisements and content (targeted advertising cookies)

To be able to adapt the information and advertisements to your interests and make them relevant, we try to understand what it is most likely that you are interested in based on your visits and your browsing behaviour on Bixia's websites and other third-party websites. Based on your interests, we produce a segmented profile and then adapt the content and the advertisements on our website for different customer groups.

A third party that sets cookie files via our website can also use this method to try and find out what interests you have, and this information can also be used to display content or advertisements that are probably of interest to you on other websites that do not belong to Bixia. In this case, information about the actual website visit may be combined with information from previous visits to websites other than ours.

Even if such cookie files are not used, you can still see advertisements on our website. They will not, however, be adapted to your interests, but may be adapted, for example, to the website's content.

We can use targeted advertising cookies to:

- check whether you have clicked on an advertisement
- keep track of how many visitors click on an advertisement
- information about how you browse that is forwarded to other websites
- services from a third party may be used to show advertisements that are adapted according to your needs, interests or preferences
- determine which advertisements, advertising techniques and advertising networks are most effective for us
- show you advertisements for products that you have clicked on previously, searched for or otherwise displayed an interest in (redirection)
- keep track of which advertisements you have already seen so that you do not keep seeing the same ones all the time
- advertisements of greater interest are shown based on how you use social media
- make it possible for you to submit questions about our products and based on this to show advertisements that are likely to be of interest to you
- confirm which advertisements you have clicked on before making a purchase on our website

- keep track of how many orders the advertisement generates, and their total value. We save this data from Facebook and Adform or the advertiser used by our media agency
- link multiple devices (e.g. phone, tablet, computer) to a computer so that it is possible to track whether an advertisement on one device has resulted in action (e.g. a purchase) on another device (known as “tracking between devices”).

How to change the settings of your cookies

Your browser or device will usually let you change the settings for the use and scope of cookies. Go to the settings for your browser or device to find out more about how to adjust the settings for cookies. You can, for example, choose to block all cookies, only accept first-party cookies, or to delete cookies when you close your browser.

If you do not want your visits to our website to appear in the statistics, you can install an add-on in your browser. The add-on is available for Internet Explorer, Chrome, Firefox, Safari and Opera.

You can find the link to the add-on here (<https://tools.google.com/dlpage/gaoptout>)

Tracking pixels

We use what are known as tracking pixels, web beacons, JavaScript and similar technology to make it possible, for example, to track your activity when you use the website or receive emails (known jointly as tracking pixels). Tracking pixels can be used in connection with our website, our online advertising and in social channels, or our emails, either by us or our suppliers, business partners or other third party. By using our website, you give your consent to the use of tracking pixels in accordance with what is set out here.

Tracking pixels are typically used to collect anonymous data to identify certain information, e.g. to compile reports of tracking information in respect of demographics, movements, and purchases by those using our website. There is also other information to enhance the user experience and our services. We may disclose these reports to, for example, advertisers. The tracking information in these reports cannot be linked to the identity of individual users or other personal data. We may link tracking information with personal data provided voluntarily by users of our website to analyse the information. When such a link is created, all of the linked information is processed as personal data and is used and disclosed only in accordance with this policy.

We may use tracking pixels in our HTML-based emails in order to see which emails the recipients have opened.

Tracking pixels can also be used to identify why you visit our website, e.g. whether one of our advertisements or emails was a contributory factor.

Certain tracking pixels can also be used by other companies to track visits to their websites to identify whether their Internet traffic came from our website or to confirm that you are an authorised recipient of their services or benefits.

We use the following tracking pixels:

To follow our visitors and improve our website, we use tracking pixels. They are used for the purpose of analysis and follow-up, and to have the opportunity to monitor conversions/purchases. We also use pixels to target special offers in the form of re-targeting in connection with visits to our website.

Google AdWords/Google Analytics: Remarketing pixel, collects group of users who have visited certain parts of our website. One example is people who have visited the website in the last 30 days and who have already interacted with the brand. Thanks to this knowledge, we can encourage more people to make a conscious choice of electricity company. In the same way we can use negative search terms to make sure that the website receives new, steadily increasing traffic. We can define the length in days: 0-540 days (30 days are recommended).

To change settings: Use the browser's incognito mode/Clear browsing history and cookies.

Facebook: This cookie contains the first Facebook page that was visited with the browser. This cookie contains the most recent Facebook page that was visited with the browser. You can accept or decline the use of these cookies by changing your browser settings. See the Help tab in your browser for information about how to do this (the procedure varies between different browsers). Deleted when the session is ended. We also use a conversion pixel from Facebook to keep statistics on traffic from Facebook that generates a purchase; this data is only saved for 28 days. You can control the advertisements you see based on your activities outside Facebook here: <https://www.facebook.com/help/568137493302217>

Google Analytics: These cookies are used to collect information about how visitors use our website. We use this information to compile reports and improve the website. These cookies collect information anonymously, including how many people visit the website, where the visitors come from and which pages they look at. Saved for 26 months. You can opt out of tracking with Google Analytics here: <http://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Advertising cookies: we use Adform when we buy locations such as banners, which gives us statistics on how many visitors click on the advertisement, which pages they visit and how long they stay. When you visit our website, you may then also encounter special offers from us. Adform is GDPR-compliant and processing agreements have been drawn up between our parties. The data is saved for max. 13 months. You can control the advertisements you see based on your activities at bixia.se here: <https://site.adform.com/privacy-policy-opt-out/>

2. Occasions when we process your personal data

We only process personal data for specific purposes and only process the personal data necessary to carry out the necessary processing activity.

Examples of when we process your personal data:

Provision of services

We process data to identify you as a customer or user, to manage and deliver services in accordance with your agreement. We also process data to receive payment for the services you use, to manage your invoices and payments, for credit reference purposes, to rectify faults and manage other incidents, and to manage complaints and claims.

Service and support

When you contact customer service by phone, chat or one of our social media and request help from product advisors, it is necessary for us to process your personal data in order to provide service and support for the services you purchase from us.

Development of services

In order to improve and develop Bixia's business and products, data analysis is carried out in various forms, e.g. statistics and reports. This processing is necessary in order to gain a better customer insight, and to evaluate, develop and improve our services, products and systems. The purpose is to give the customer better information, more relevant special offers and the best possible customer experience.

Direct marketing

We process different types of data to be able to market our products and services directly to you. The purpose is that you should have a good customer experience and receive product offers and information adapted specifically for you. You can receive information via, for example, phone, text message and email. As a customer you have the right to decline such kinds of information, with the exception of agreement-related information.

Compliance with laws

We process your personal data in order to meet our statutory obligations; bookkeeping and accounting laws are examples of such obligations.

3. Occasions when we disclose your personal data

Your personal data can be forwarded to representatives or subcontractors who undertake services for us, e.g. our service providers and subcontractors. In these cases, an agreement is drawn up in which Bixia stipulates that the information may only be used for the activities that the organisations perform for Bixia and that personal data must be processed in accordance with the General Data Protection Regulation.

Government agencies

Bixia can forward your personal information to the extent permitted and required in accordance with current legislation, if we are ordered by an authorised court or government agency, or to make sure that we meet our statutory obligations. We are obliged by law to disclose information to governmental and municipal agencies.

Purging

Bixia does not keep personal data for any longer than necessary. When the personal data is no longer needed, it is erased. Information may, however, need to be saved in certain cases, e.g. for statistical or bookkeeping purposes.

4. Your rights

You do of course have the right to access the data we have registered about you. You can request a register extract free of charge once a year. You do this by means of a written request, which is sent to the data protection officer for Bixia.

Address:

Dataskydd Bixia
Tekniska verken i Linköping AB (Publ)
Brogatan 1
Box 1500
SE-581 15 Linköping
dataskydd@bixia.se

Once a written, signed request from you has been received by Dataskydd, a register extract will be in your possession within four weeks. The register extract is sent to your population register address.

If you have any more questions, you can contact Bixia's customer service:

kundservice@bixia.se
+46 (0)13 -20 90 15

Right to access

You do of course have the right to access the data we have registered about you. You can request a register extract free of charge once a year.

Once a written request from you has been received by the data protection officer, a register extract will be in your possession within four weeks. The register extract is sent to your population register address.

Right to rectification

We have a responsibility to ensure that the data we process is correct, but you as a customer also have the right to add data that is missing and that is relevant. If you discover incorrect data about you, you have the right to request that this be rectified. When your data is rectified, we will notify those to whom we have disclosed data that this rectification has taken place – apart from in those cases where it proves impossible or involves an overly onerous intervention. We will also inform you, at your request, of to whom the rectification has been disclosed. You can request the rectification of data by means of a written request sent to the data protection officer.

Right to restriction

You have the right to request a temporary restriction of the processing of your data.

Processing can be restricted in the following situations:

- When you believe that your data is not correct and you have therefore requested rectification by us. You can then request that the processing of your data be restricted during the time when the investigation is under way in our organisation.
- When the data processing is legal, but you oppose your data being processed and request instead that the use of this data be restricted.
- When you need your data to be able to confirm, lodge or defend legal claims, even if we no longer need your data for the purposes of our processing.
- When you have objected to the processing of your data, we may continue to process your data during the period when the control is under way.
- If the processing of your data is restricted temporarily, we will notify those to whom we have disclosed the data that this temporary restriction has taken place.

This does not, however, apply if this proves impossible or involves an overly onerous intervention.

You can request the restriction of your personal data by sending a written request to the data protection officer.

Right to erasure

Customer data is saved for as long as you are a customer with Bixia, after which it is purged. Invoice data and invoice base data are saved for as long as is necessary by law, e.g. the Swedish Accounting Act.

As a customer you have the right to have the following data deleted without unnecessary delay if any of the following conditions apply:

- If the data is no longer needed for the purposes for which it has been processed.
- If processing is based solely on your consent and you revoke this.
- If processing is taking place for direct marketing and you object to the data being processed.
- If you oppose the data processing that is taking place after a balancing of interests and there are no justified reasons that outweigh your interest.
- If the data has not been processed in accordance with the regulation.
- If erasure is required to meet a legal obligation.

If data is erased, we will notify those to whom we have disclosed data about you that this erasure has taken place. This does not, however, apply if this proves impossible or involves an overly onerous intervention. We will also inform you, at your request, of to whom the information has been disclosed.

You can request the erasure of your personal data by sending a written request to the data protection officer.

Data portability

You have the right to obtain any data that you yourself have given to us in order to use it elsewhere, for example to move your data to another IT environment.

This applies in cases where you have given your consent to the data processing or if processing is needed in order that we can provide services to you in accordance with the agreement you have concluded with us. You do not, however, have the right to move your data if we are processing this on the basis of a balancing of interests or an obligation under law.

You can request the erasure of your personal data by sending a written request to the data protection officer.

5. Change in the personal data provisions

If there are any changes in Bixia's provisions for the processing of personal data, this will be announced on this page. The provisions may, for example, be changed if legislation changes. If the processing of personal data is regulated in an agreement with the customer, the provisions in the agreement do, however, apply until they are changed, unless this is incompatible with the law or any other legally binding provision.

6. Third-party pages

Please note that other websites, including those that are accessible via our website, e.g. via a hyperlink, may collect personal data about you. This guideline does not include the collection of information from websites that belong to a third party and that have been linked from one of Bixia's websites. We use the symbol to denote links to websites from a third party.