

PRIVACY NOTICE

When submitting and processing the answers to the questionnaire you have received, Peltarion AB reg.no, 556627-0129, (“**Peltarion**”) and The AI Framework International AB, reg.no 559288-1980, (“**The AI Framework**”) will process your personal data. This privacy notice applies to our processing of your personal data in connection with the questionnaire.

Peltarion and The AI Framework have jointly created the questionnaire and will jointly draft an aggregated report of the findings and will therefore be acting as joint controllers when processing your personal data for the purposes of compiling the report and provide you with your results of the study based on the answers in the questionnaire. Peltarion and The AI Framework will however be acting as separate controllers when processing the personal data for marketing purposes.

What and how personal data is processed

The personal data consists of the information you have provided in the questionnaire, such as name, e-mail address, employer, title/role and office location, and any other specific information you provide in the questionnaire or in your communication with us.

Why we process your personal data

Our purposes with the processing of personal data are to be able to analyze the answers to the questionnaire, compile an aggregated report and provide you with your results. We will also process your personal data for the purpose of performing marketing activities directed to you, e.g. market us and our services and inviting you to our events.

The lawful basis for our processing of your personal data relating to the questionnaire is our legitimate interest to analyze the information provided in the questionnaire and compile an aggregated report of the findings.

The lawful basis for our processing of your personal data relating to marketing activities is our legitimate interest to inform you of our business and services and hold events and invite relevant participants.

Who we may share your personal data with

We may share the personal data with other companies within our groups and third parties, such as IT-service providers, to achieve the purposes described above. If the personal data is transferred to a country outside the EU/EEA, we ensure that such transfer is legal according to the General Data Protection Regulation (“**GDPR**”). If the European Commission does not consider that the country ensures an adequate level of protection, the transfer will be based on the European Commission’s standard contractual clauses for the transfer of personal data to a country outside the EU/EEA. Where applicable, the standard contractual clauses are supplemented by additional safeguard measures.

Retention period

We process your personal data for the purposes of the questionnaire and report as long as it is necessary to fulfill the purposes for which it was collected but not longer than one (1) year after completion of the report.

We will process your personal data for marketing purposes as long as your personal data is relevant for such purpose. If you opt-out from our marketing, we will no longer process your personal data for this purpose.

Your rights

Your rights under the GDPR include the right to access, rectify and erase the personal data, restrict and object to the processing of personal data and to exercise the right to data portability. Please note that the rights under the GDPR are not unconditional. Therefore, an attempt to invoke any of the rights might not lead to an action.

If you want to exercise any of your rights or if you have any questions regarding our processing of your personal data in relation to the questionnaire and report, please contact Peltarion, see contact information below.

If you want to exercise any of your rights or have any questions regarding our processing of your personal data in relation to marketing activities directed to you, please contact the respective controller performing the marketing, see contact information below.

You also have the right to lodge a complaint with the supervisory authority, the Swedish Authority for Privacy Protection, by imy@imy.se or 08-657 61 00.

Contact information

Peltarion, contact@peltarion.com

AI Framework, info@theaiframework.com