



# Svenska Domänen Stockholm Privacy Policy

Latest update: 19.06.2018

## 1. Introduction

Thank you for choosing Svenska Domänen as your hosting provider and domain registrar!

At Svenska Domänen we are keen to offer you a user-friendly and protected experience by providing you with regular updates about your services, as well as tailored and relevant content for you. The protection and usage of your personal data will always be very a priority to us. Therefore, in this Privacy Policy, we will explain how we collect data, how we use and share it and for what, in an understandable and transparent manner. We will also describe how you can edit, handle and delete your personal data.

The purpose of this Privacy Policy is to:

- help you understand what personal data we are collecting from you, why and how we are using and with whom we are sharing it
- explain how we are using your personal data to give you a great experience
- explain your rights and choices regarding your personal data that we are collecting and using, as well as how we are protecting it.

In this Privacy Policy, Svenska Domänen is called by its name, “we”, “our website” or “Svenskadomaner.se”. Please do read the entire policy below to truly understand how we deal with personal data in detail.

## 2. Your rights

Below, you will find all of your rights in regard to your personal data saved with us. All of these rights can be exercised as stated below or by contacting us through email: [privacy@svenskadomaner.se](mailto:privacy@svenskadomaner.se) or by calling +46 (0)8 - 570 339 00. Following are your rights:

- **To be informed about how your personal data is used.** This is mostly explained in this document but can also be requested through contacting us.
- **To get access to your personal data registered with us.** You can find some of your personal data on My Pages. For additional information, send us an email requesting the personal data you want to access.
- **To request correction of personal data.** We have a standardized form for updating customer information in our knowledge base. Changes can be submitted using a paper form via standard mail or by using an electronic (scanned) form which is to be emailed. Only authorized (signed) requests will be accepted.

- **To request deletion of personal data.** We have a standardized form for deleting customer information in our knowledge base. The request can be submitted using a paper form via standard mail or by using an electronic (scanned) form which is to be emailed. You can also choose to email us at from a registered email address. If the data concerned are connected with any active service, the service will be retracted and cancelled prior to deleting the data related to it. Only authorized (signed) request is accepted.
- **To request a stop to processing or collecting personal data.** You can manage some data processing, such as using your email for marketing messages, through My Pages. The same applies to data for which you have previously given your consent, such as our usage of cookies and similar technologies, which you can also change in the footer of every page on [www.svenskadomaner.se](http://www.svenskadomaner.se). Disabling the data processing which is directly related to an active service, requires more complex actions such as completely deleting the service or an entire customer account.
- **To request a transfer of your data to you or to another service provider.** We can dispatch your personal data to you in a suitable file format.
- **To send a complaint to your data regulator.** In Sweden, this complaint is to be sent directly to the Swedish Data Protection Authority (DPA).

If you have any complaints or questions regarding this, please email [privacy@svenskadomaner.se](mailto:privacy@svenskadomaner.se) or call +46 (0)8 - 570 339 00.

## 3. How we use your data

We use data from you in a number of different ways — what we do with it depends on the nature of the data, while the main goal remains being to give you the best possible experience at Svenska Domänen. The tables below set this out in detail, showing what we do and why we do it. You can access the various sections by scrolling or directly clicking on the section that interests you:

**National IDs are only saved from Swedish nationals.**

How we use your name, national id & contact details	Why?
Contact information provided when registering a domain name.	Required for a successful domain registration and for us to implement the agreement with you.



For messages related to your active services, such as an upcoming expiration or required administrative actions by SMS or email.	To fulfill our contract with you by easing your account administration through (for instance) confirming actions/changes made on your account, providing access points to our services etc.
To send you a newsletter about Svenska Domäner's activities and platform upgrades.	To keep you informed about Svenska Domäner, how you can best use our platform and service. We only send this with your consent.
To send emails about product offerings, promotions and such.	To keep you updated. We only send this with your consent.
To prevent and detect fraud	To prevent or detect fraud against you or Svenska Domäner.

#### Payment information

How we use your payment information	Why?
To send physical letters about incomplete or failed payments to the registered payment contact.	It is our responsibility to inform you about, for instance, incomplete or failed payments
To receive payments from and send refunds to your registered credit card	To fulfill our contract with you and be able to provide you with and activate your purchased services.
To prevent and detect fraud	To prevent or detect fraud against you or Svenska Domäner.

#### Contact history with us

What you have said to us over the phone, sent to us by email or submitted through our ticket system.

How we use your contact history with us	Why?
To provide and follow up on customer service and support	To follow up already active errands. We want to deliver the best customer service possible.
To train our staff and improve our services	Make our customer service more efficient and to improve how we work

#### Purchase history and saved items

What you have bought and saved in the shopping cart

How we use your purchase history and saved items	Why?
Sell domains and services to you – shopping cart functionality	If you cannot add your items into the shopping cart, you cannot complete your purchase
Provide service	Based on your purchase data we are able to provide you with our service, most relevant suggestions, and give you access to them

#### Information about your device and how you use our website

Information collected when you browse our site, including your IP address and device type, as well as how you use our website.

How we use information about your device and how you use our website	Why?
To improve our website and set default options for you	To provide the best possible shopping experience by setting defaults such as the correct language for you when browsing our website.
To calculate pricing information for the area you are browsing from	To offer you the best possible deals.
To protect our website	To prevent and detect fraud against either you or Svenska Domäner, as well as meeting our legal obligations to protect your data.

You do not have to provide us with any of the abovementioned personal data. If you do not share certain information, however, you may not be able to buy nor use some of our services. You are also unlikely to get a taste of our overall customer experience. But it is your choice – we respect that.

#### 4. Sharing your personal data

We do not, and we will not, sell any of your personal data to any third party – including your name, address, email address or credit card information. We want to earn and maintain your trust and believe that protecting your data is absolutely essential in order to do that.

However, we do share your data with the following company categories that enable us to offer you our services, as listed below:

- **Top level Registries:** to purchase domains, such as: IIS, DK Hostmaster and SIDN
- **Third party Registrars:** to purchase certain TLDs, such as: Tucows or Key Systems
- **Payment solutions:** to complete purchases, such as: DIBS
- **Marketing agencies and advertising partners:** to provide you with relevant and tailored information, such as: Google and Facebook
- **Credit reference agencies:** to perform background checks prior to completing a registration, such as: Credit Safe
- **Law enforcement and fraud prevention agencies:** to prevent and tackle fraud

We may share aggregated, but anonymized, information and statistics about our customers. However, before we do so, we will make sure it cannot identify you as a person.

The domain registration process requires that the domain owner's contact information is publicly available through the so-called WHOIS service.



However, the WHOIS service privacy has recently come to comply with EU's General Data Protection Regulation, keeping private contacts private by default for all but explicitly allowed partners, such as the police force. Some of our domain providers such as IIS and Tucows are complying with these privacy regulations through using WHOIS.

## 5. Marketing messages

If you have said we can, we will send you marketing messages by email, to keep you informed about news, to guide you in understanding our products and why they match your needs.

You can stop marketing messages from us at any time for our offers and our newsletter, respectively but not necessarily both (unless you want to).

You can easily unsubscribe from these emails:

- Through your account settings
- By clicking the unsubscribe link in any email sent from us
- By contacting our customer service via email at [support@svenskadomaner.se](mailto:support@svenskadomaner.se)

Once unsubscribed, we will update your profile as fast as possible so that you do not receive any emails from the lists, which you have opted-out from. Please note that it can take some time before all our systems are updated, so you might get messages from us while we process your request.

Stopping marketing messages will not stop service communications which are essential for the functionality of your services, such as: information about domain registration / expiration, providing and cancelling services, confirmation of successful payments by credit cards, etc.

## 6. Online ads from svenskadomaner.se

We also engage in online advertising, to keep you up-to-date and help you see and find our products. These are the various digital advertising tools we are using:

- Banners and ads to reach you on websites and apps outside of Svenska Domänen,
- AdWords to reach you on search engines,
- A variety of digital marketing networks and ad exchanges
- A range of advertising technologies like web beacons, pixels, ad tags, cookies and mobile identifiers as well as. You can read more about our Cookies and Pixel tags in section 7 of this Privacy Policy, and
- Specific services, such as Google Analytics Lists and Facebook's Custom Audiences.

The digital ads that reach you will be based on information you have registered with us, on your previous use of Svenska Domänen (for example pages you have visited or items you have placed in the shopping cart), or if you have previously interacted with any kind of digital ad from Svenska Domänen.

### 6.1. Svenska Domänen's usage of Google's services:

- Display Advertising extension for Google Analytics  
We are using this service to offer interest-based advertising, third party audience data and information from the Doubleclick cookie.
- Remarketing through Google Analytics for Display Advertising  
We connect our tracking activity from Google Analytics and its cookies with our Adwords account and the Doubleclick cookie.
- Adwords Remarketing  
We connect information from Google Analytics with the Adwords network for remarketing purposes.

We combine the user statistics from our website, which we derive from Google Analytics, with additional information from third party services (Google's advertising cookies) to be able to offer you relevant ads about our products and services online.)

If you are not interest in being reached by this kind of relevant ads provided by our usage of Google's services, you are welcome to opt out at any time, by visiting <https://www.google.com/settings/ads> or by using one of the tools mentioned below:

- [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)
- <https://tools.google.com/dlpage/gaoptout>
- You can also opt-out from us using Google's services by accessing and editing your cookie preference at the bottom righthand side on Svenskadomaner.se.

## 7. Cookies, pixel tags and other technologies

We collect information, which may include personal data, from your browser when you use Svenskadomaner.se. We use cookies, pixel tags and other technologies to collect this information, which may include your:

- IP-address;
- Unique cookie identifier, cookie information and information on whether your device has software to access certain features;
- Unique device identifier and device type;
- Domain, browser type and language;
- Operating system and system settings;
- Country and time zone;



- Previously visited websites;
- Information about your interaction with our website such as click behavior, purchases and indicated preferences; and
- Access times and referring URLs.

Third parties may also collect information via our website through cookies and widgets. These third parties also collect data directly from your web browser and the processing of this data is subject to their own privacy policies.

We use cookies and pixel tags to track your usage of our website and services, as well as to understand your preferences (such as language). We can, therefore, provide services and improve your online experience on Svenskadomaner.se. We also use cookies and pixel tags to obtain aggregate data about site traffic and site interaction, to identify trends and obtain statistics so that we can improve our website. We generally use three categories of cookies on our website:

**Functional:** These cookies are required for basic site functionality and are therefore always enabled. These can be cookies that allow you to be remembered as you explore our website within a single session. They also enable the shopping cart and checkout process, as well as assist in security breaches and conforming to regulations.

**Performance:** These cookies allow us to improve our website's functionality by tracking usage. They can also be used to improve the speed in which we process your request and to remember your previously selected site preferences. Refusing these cookies may result in irrelevant recommendations, as well as slow and limited site performance.

**Social media and Advertising:** Social media cookies offer the possibility to connect you to your social networks and share content from our website on social networks. Third-party advertising cookies collect information to offer you relevant ads, both within and beyond our website. In some cases, these cookies involve the processing of your personal data. Refusing them, may result in seeing irrelevant advertising or not being able to link effectively with Facebook, Twitter, or other social networks and/or not allowing you to share content on social media.

You can always change your preference by visiting the "Cookie Settings" at the bottom of each page of our website.

For a comprehensive and up-to-date summary of every third-party accessing your web browser, we recommend a web browser plugin for this purpose. You can choose to be notified each time a cookie is sent or to turn off all cookies. This is done through your browser settings on each browser and device you use. Each browser's settings look different, so take a look

at the "Help Menu" to modify your cookie settings in the right way. Remember, if you turn cookies off, you will limit certain features that make our website more user-friendly and services will not function properly.

8. Your personal data and countries outside of Europe

Some of our providers operate outside of Europe in countries such as Canada. In order to implement our agreement with you (to have domains registered), we have to share customers' contact information with them. Their handling of data is in accordance with The [European Commission's standard data protection clauses](#).

For more information on how we protect your data, please see section 11 in this Privacy Policy.

## 9. Keeping your personal data

We will keep your information as long as you have an account with us, as long as needed to provide our services to you, or (in case of any contact you may have with our support) as long as necessary to provide support-related reporting and trend analysis only.

In case of fraud detection and prevention, a dispute or if needed to enforce our terms and conditions or when having to meet legal or regulatory requirements, we will keep your personal data even after you have deleted your account until it the situation has been cancelled, completed or resolved.

## 10. Children and teenagers

We do not provide hosting or any services or register domains on our website to children under 18 years. We do not consciously provide anyone under 18 years of age with our services. If you are below our age of usage, you cannot use our services or domains.

If you are a guardian of anyone under 18 knowing that they have used our services, please contact us through emailing [privacy@svenskadomaner.se](mailto:privacy@svenskadomaner.se) or by calling +46 (0)8 - 570 339 00 and demand to exercise your rights as a guardian.

If presented to us that we have provided services to someone below 18, we will take effective measurements to remove all potential data and, most likely, delete that account.

## 11. How we protect your personal data

We strive to protect our customer's personal data by every means possible. We take technical and organisational precautions to protect your personal data. However, no system is ever completely safe. We have implemented various policies, such as anonymization, encrypting and policies for data access and storage to stay extra safe and protected against unauthorized access



and unnecessary storage of personal data in our systems.

In addition, we advise you to carefully select your password and keep it private, since it is the key to your account information.

## **12. Changes to this privacy policy**

We may make changes to this privacy policy. When we do, you will clearly be notified through email. We may also contact you prior to an important and/or big change that directly affects you through email. Please read those emails thoroughly.

## **13. How to contact us**

If you:

- Have any questions or feedback regarding this policy
- Would like us to stop using your information
- Want to send a complaint
- Want to exercise any of your rights

Contact us by emailing our Data Protection Team on [privacy@svenskadomaner.se](mailto:privacy@svenskadomaner.se), or by calling customer service on +46 (0)8 - 570 339 00. Alternatively, you can write us a letter:

**Svenska Domäner**  
Varuvägen 9  
125 30 Stockholm

Svenska Domäner AB is responsible for the collection, usage and protection of personal data as addressed in this privacy policy.