

PRIVACY POLICY
Users of the website/cookies

Rollco AB
Version 2.0, updated 15 November 2018

1 INTRODUCTION

We, Rollco AB (“**Company**”), use cookies on our website and thereby collect certain personal data regarding the persons who use our website. This information policy explains, among other things, which cookies we use, what they are used for, and which choices you can make with respect to our cookies. The privacy policy also describes your rights towards us and how you can enforce your rights regarding the processing of your personal data.

2 WHO IS THE CONTROLLER OF PERSONAL DATA?

The Company is the controller of personal data for the processing of personal data collected from users of the Company’s website.

Set forth below is the Company’s contact information.

ROLLCO AB, 556574-0353

EKVÄNDAN 3, 254 67 HELSINGBORG

Phone: 042-150040

Should you have any questions about the Company’s processing of your personal data, please contact us at info@rollco.se.

3 WHAT IS A COOKIE?

A cookie is a small text-based file which is placed on your computer, mobile telephone or similar unit containing information about your navigation on the website. There are temporary cookies and persistent cookies. Temporary cookies (also referred to as session cookies) are saved in your unit until you close the web browser. A persistent cookie has an expiration date and, once this date has expired, is deleted when you return to the website which created it.

Cookies may be “first-party cookies” or “third-party cookies”. First-party cookies are cookies which are placed on the website by the Company. Third-party cookies are cookies which are placed on the website by a party other than the Company.

4 WHICH SPECIFIC COOKIES ARE USED ON THIS WEBSITE AND FOR WHAT PURPOSE?

The table below contains a specification of the cookies we use on our website together with information about the purpose, which personal data is collected, duration, and who handles the cookie.

Cookie	Purpose	Duration	Handling
__cfduid	Used to identify trusted web traffic.	1 year	mynewsdesk.com
ASP.NET_SessionId	Preserves the visitor's session state across page requests.	Session	rollco.eu
ASP.NET_SessionId	Preserves the visitor's session state across page requests.	Session	solidcomponents.com

_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	google-analytics.com
_gat	Used by Google Analytics to throttle request rate.	1 day	google-analytics.com
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day	google-analytics.com
collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	google-analytics.com
ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session	google.com
GPS	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	1 day	youtube.com
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year	doubleclick.net
PREF	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.	8 months	youtube.com
test_cookie	Used to check if the user's browser supports cookies.	1 day	doubleclick.net
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos	179 days	youtube.com
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	youtube.com
yt.innertube::nextId	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent	youtube.com
yt.innertube::requests	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Persistent	youtube.com
yt-remote-cast-installed	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com
yt-remote-connected-devices	Stores the user's video player preferences using embedded YouTube video.	Persistent	youtube.com
yt-remote-device-id	Stores the user's video player preferences using embedded YouTube video.	Persistent	youtube.com
yt-remote-fast-check-period	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com
yt-remote-session-app	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com

yt-remote-session-name	Stores the user's video player preferences using embedded YouTube video.	Session	youtube.com
cadformat		29 days	solidcomponents.com
cadtitle		29 days	solidcomponents.com

5 WHAT ARE THE LEGAL GROUNDS FOR THE COMPANY PROCESSING YOUR PERSONAL DATA?

The Company processes your personal data as set forth above based upon consent from you, which you provide when you enter our website.

6 CAN I SAY NO TO COOKIES?

If you do not wish to permit the storage of cookies on your unit, you can normally turn this off entirely or partially in the settings of your web browser. In certain web browsers, for example, you can choose to block all cookies, only accept first party cookies, or delete cookies when you close down your web browser. In your web browser's settings, you can also delete cookies which have been stored previously.

Remember that if you choose to delete or block cookies, this may result in our website or our services not functioning.

7 WHO MIGHT WE SHARE YOUR PERSONAL DATA WITH?

The personal data collected via third-party cookies will also be disclosed to the third party which provides the cookie (see the table under section 4). Third parties essentially compile statistics reports and present targeted ads to the user (see the table under section 4). Third party is affiliated with Privacy Shield.

The Company may also transfer your personal data to consultants or system suppliers. These recipients are only entitled to process your personal data on behalf of the Company while performing a service for the Company, for example delivering a product ordered by the Customer. The Company takes all reasonable legal, technical and organizational measures in order to ensure that your data is handled securely and with an adequate level of protection when transferring to, or sharing with, such selected third parties.

The Company may also release your personal data to public authorities where we are obligated to do so by law. In the event all or part of the Company's operations are sold, the Company may transfer your personal data to a potential purchaser of the business.

8 TRANSFERS OF PERSONAL DATA OUTSIDE OF THE EU/EEA?

Your personal data will be processed primarily within the EU/EEA, but may be transferred to to non-EU / EEA countries. The Company has taken appropriate protective measures in order to protect your personal data through the recipient of the personal data having signed an agreement containing certain standard contract clauses which have been approved by the EU Commission, or by the recipient being affiliated with Privacy Shield.

9 YOUR RIGHTS

You have certain legal rights which you can enforce against the Company. Set forth below is a summary of these rights. For complete information regarding your rights, please see the General Data Protection Regulation, sections 3–5.

- (a) **Right to access to/extracts from registers.** You are entitled to be informed as to whether the Company is processing personal data about you. If it is, you are entitled to information regarding, among other things, which personal data is being processed, the purposes of the processing, which external recipients have access to your personal data, and how long we save your personal data.
- (b) **Right to data portability.** You have a right to a copy of the personal data which you have provided to the Company, in a structured, commonly used, and machine-readable format. You also have the right to require that the Company transfer this personal data to another controller of personal data. The right to data portability applies to personal data which is processed in an automated manner and which is based on your consent or on an agreement to which you are a party.
- (c) **Correction of erroneous data.** You have a right to require that the Company correct erroneous or incomplete information about you.
- (d) **Deletion of certain data.** You have a right to require the Company to delete your personal data under certain circumstances, for example where the personal data is no longer necessary for the purpose for which we collected it.
- (e) **Right to object to the Company's processing of personal data.** You have the right, under certain circumstances, to object to the Company's processing of your personal data. The right to object applies, among other things, where the processing is based on a weighing of interests unless the Company can demonstrate (i) compelling legitimate reasons for the processing which outweigh your interests, rights, and freedoms; or (ii) where the processing takes place in order to establish, enforce, or defend against legal claims.
- (f) **Right to object to direct marketing.** You have the right at any time to object to the Company processing your personal data for direct marketing purposes. If you object to such processing, the Company must discontinue all direct marketing to you without unnecessary delay.
- (g) **Right to restrict the processing of your personal data.** You have the right to require the Company to restrict its processing of your personal data in certain circumstances. For example, if you have denied that your personal data is correct, you can request a restriction on the processing during a period of time which allows the Company to verify whether the personal data is correct.
- (h) **Complaints.** If you have any complaints regarding the Company's processing of your personal data, you are entitled to file such complaints with the Privacy Protection Authority.

If you would like to submit a request for a extract from the register, data portability, correction, deletion, objection or restriction, please contact the Company at info@rollco.se.

10 CHANGES IN THE PRIVACY POLICY

The Company reserves the right to make changes to this privacy policy. Where such changes are made, notice will be provided on www.rollco.eu.