

Sepsisfonden's Privacy Policy

– how we treat your personal information

General

Sepsisfonden wants to ensure that you to feel safe in all your contacts with us. We follow GDPR which means that we respect your integrity and your right to have control over your personal information. We are transparent with what data we collect and why. We always protect your data in the best possible way.

In our privacy policy, we describe what information we collect, to what purpose it is collected, in what ways you can have control over your information as well as how you contact us. The policy applies in all contexts when you visit our website, use any of our services, when following us on social media or come into contact with us in any other way for example by email or an app we are backing. The policy also applies to information we receive by telephone, mail, or if you give information to us in another way.

Our policy applies regardless of whether you get into contact with us as a donor, volunteer, or just interested in our operation. It also applies to you getting into contact with us in your professional role or being employed by us.

Sepsisfonden is responsible for personal information in the way it is described below, and we are responsible that administration proceeds according to current legislation.

Personal information we collect

Sepsisfonden primarily receives personal information directly from you. Examples of personal information we collect are your name, and your contact information such as mobile number, email address, or residential address. Account numbers and personal id numbers are other examples. Sepsisfonden can through your personal id number update your information from other public records, such as SPAR, if it is necessary to maintain good record keeping (in other words when it is important that you and no one else receives your mailing or that you are not subject to it). We can also through a mobile number collect your name or in another way supplement your information.

Sometimes we collect your information from others in this case we tell you where we have received it. We will do this on our first contact with you.

Sepsisfonden records personal information in connection with:

- When you register as a donor
- When applying for or ordering a service we offer through our various channels
- When you enter an email address or your mobile number on the website or website linked to us.
- When you donate a gift through our website, text message, swish, or through another channel or app.
- If you contact us by email, by phone, on our website, or on social media

- Your visit on our website or via an app, provided you have approved our cookies. The information collected there can in some cases constitute personal information, continue reading under the headline “About cookies”
- When you fill in an attendance list/sign up for any of our activities.
- By employment and/or work experience

How we use our collected information (our purposes)

Sepsisfonden uses personal information mainly for the purpose below and eventually for additional purposes which are stated at the time of collection.

Donor service

- a) To be able to receive and register donations
- b) To carry out orders and services through any of the channels offered by Sepsisfonden
- c) Enable good service, for example, manage your inquiries, correct inaccurate information, or send information you have required (for example newsletters or equivalent)

Marketing and communicating information

- a) Information about donation, ordering of services, showing support of our organization et cetera are stored and analyzed and in addition, forms the basis for offers and marketing both of general and directed nature.
- b) To be able to administrate donor profiles, implement analysis as well as market research
- c) For system administration and to collect statistical data about our users' behavior and pattern at an aggregated level in other words without this identifying you as a separate individual.
- d) Through analyzing your behavior on our website, on our social media, and in other channels including apps, develop, deliver, and improve our products and services, in other words, the various ways you are offered to support our organization and are shared information about what we achieve.
- e) Personal information is also used in analysis to perform segmentation/profiling, to be able to develop directed offers and services.
- f) To send your information and marketing by text message, email, app, push notification, or other digital ways of contact or by normal post or phone since you have an active relationship with us.
- g) To contact you by text message, email, app, telephone, or post about other offers, campaigns, or services we believe can be of interest to you. Please note that you can at any time decline this marketing.
- h) To give you relevant recommendations, offers and adapted services based on what others with similar behavioral patterns have shown interest in, the service you have chosen, viewed, and shown interest in.
- i) To improve your user experience of our website, apps, platforms, etc. by being able to adapt viewing to the device you are using and at the same time make them more useful.
- j) To send important messages such as communication changes in our terms and policies.

Administration

- a) When you emailed any of our employees or to one of our official addresses your records are used to maintain contact with you. The same thing applies when we emailed you.
- b) When you call any of our employees to maintain the contact with you
- c) When you participate in our organization your records can be used to carry out the activities, for example, place various orders or to meet account requirements.
- d) If you are in contact with us in your role as a professional or in any other way, get involved in our organization your information can appear in records, memos, as a reference on invoices or equivalent.
- e) If you seek employment, we handle your information to assess if you are the one we look for and to contact you.
- f) When you are employed with us your records are used for personal administration, salary administration and to meet your physical safety but also to cater to our IT and information security.
- g) For our economical administration and follow-up, personal information will appear on invoices, verifications, our balancing records, investigations, and other records but also in communication with concerned parties.
- h) In our organizational follow-up, personal information will appear on internal reporting systems, reporting systems, reports, and statements of accounts.

Information that can be published

We can share information with companies that handle data on our behalf to enable us to give good service and carry out and develop our organization. It can be a matter of distribution, analysis, payment service, carrying out an event, and other services.

Sepsisfonden only cooperates with partners who handle personal information within EU/EES or with companies that are maintaining the same level of protection as within EU/EES by for example having joined the so-called Privacy Shield Agreement between EU and USA.

About cookies

When you use our website or apps information is collected via so-called cookies. This is done, however after only one separate approval. Then information about your usage is stored and which pages have been visited. This can be technical information about your device and internet connection such as operating system, browser, IP address, cookies, and unique identifier. When visiting our website where our services are provided, different techniques can be used to recognize you to learn more about our users. This can be done directly or by using a technique from a third party. If cookies are not approved, it can result in some services not being provided.

Legal basis, storage, and data erasure

By disclosing information to us you give your consent to Sepsisfonden to register and store information regarding the reason you have disclosed it (for example to become a donor or merely ordering information) as well as to use the indicated personal information for a specified purpose.

For all usage there should be a legal basis we rely on:

1. Fulfil an agreement – what for example is legally required to be a donor or buy something
2. Legal obligation – we are for example obliged to disclose information to the Tax authorities or to do our bookkeeping
3. Legitimate interest – when it is considered OK to use your information in our ambition to reduce the mortality from sepsis and make sure knowledge about sepsis is spread.
4. Consent – when you expressly said that we can use your information and understood what it means.

If we connect our purpose to the legal basis it looks like this:

1. Donor service – Fulfilment of agreement and legitimate interest
2. Marketing and communication of information – Legitimate interest
3. Administration – Legitimate interest, legal obligation, fulfilment of an agreement, and consent.

If we use legitimate interest as a legal reason, it will always be done for that purpose stated above. Please note that you can at any time revoke a given consent by contacting us, for our contacts, refer to “How to contact us”.

The usage will take place according to current legislation and means that personal information is not stored for a longer period than what is necessary for consideration for the purpose of the usage. We have internal procedures to ensure this. Sepsisfonden will store your personal information as long as you have a relationship with us, for example as a donor and a period thereafter depending on the purpose. For marketing purposes information older than three years is not used. This means in practice that information is erased when it is no longer relevant or necessary for analysis or direct marketing of the purpose they were collected for. Certain information can be kept longer than this when needed in another legislation, for example, the Bookkeeping Act. When handling personal information high security and secrecy are observed.

Your rights and choices

You have rights regarding your personal information, and you have the opportunity to influence your information and what should be stored. Sepsisfonden will by itself or on your initiative correct information found to be incorrect. You can at any time require that your information is erased or that its use is limited by contacting us (for ways to contact us refer to the headline “How to contact us”). If you believe your rights have not been respected, please let us know or contact The Swedish Integritetsskyddsmyndigheten (www.imy.se).

You can at any time refrain from receiving direct marketing communication from us. If you want to avoid it on a certain channel you select “unsubscribe to subscription” in the email and/or text message, we have sent you. If you want to refrain completely you are always welcome to contact us at info@sepsifonden.se

You have also the right to oppose usage which is supported by legitimate interest if you have reasons which relate to your specific situation. If we can demonstrate a compelling legitimate reason a new consideration gives us the right to still use your information.

You can receive information about what personal information is registered, in writing or digitally demand a so-called record extract from Sepsisfonden. The information is usually free of charge. It is also possible to get a copy of the information as long as it does not impair the rights or freedoms of others negatively.

Link to other websites

If our website contains links to third parties, websites, or material published by third parties, these links are only for information purposes. Since Sepsisfonden lacks control over the content on these websites or its material we do not take responsibility for its content. Sepsisfonden also does not take responsibility for damages or losses which can occur when using these links.

How to contact us

For further information about personal information handling or if you have questions, you are welcome to contact us.

Sepsisfonden Email: info@sepsisfonden.se
Box 30098 Telephone: +46 (0) 70 9494517
200 61 Limhamn
SWEDEN

This integrity policy is valid as of 2020-01-01