

Privacy policy for marketing related purposes

Last updated 28th of November 2022

This is the privacy policy of QBIS, whom this website belongs to, and which is owned by QLogic AB. In this privacy policy we establish how we look after your personal data when you visit this website and other websites owned by us, register to use our products and services, or attend events. This privacy policy will also provide information about your privacy rights and the laws that these are based upon. QBIS respects your privacy and is committed to protecting your personal data.

In this privacy policy, the term “website” refers to www.qbis.se as well as other websites that QLogic AB operates as well as social channels, and that link to this privacy policy.

1. Who is data controller?

The data controller for the processing described in this policy is:

QLogic AB
Södra Gubberogatan 6,
416 63, Gothenburg, Sweden
Organizational number: 556612-3963

If you have questions regarding this Privacy Policy or about QLogic’s privacy practices in other forums, please contact us by e-mail at gdpr@qlogic.se.

2. Information we collect and how we collect it

The purpose of this section is to inform you which types of personal data we may collect about you and how we collect it. Please read section 3 to take part of a table in which the purposes for which we process your personal data is described as well as the lawful basis we rely on this.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes name, title and identity of the organization you represent.
- **Contact Data** includes e-mail, telephone numbers and address of the organization you represent.
- **Technical Data** includes IP address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

- **Profile Data** includes your interests, preferences, feedback, form submissions and survey responses.
- **Usage Data** includes information about how you use and interact with our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

Our products and services are mainly offered to businesses and other professional organizations. Once you have signed up using our webforms to try our products and services or to learn more about them we instead refer you to the following policy: [Privacy policy for customers and prospects](#).

In most situations the information is collected directly from you when you register to use our products and services, request marketing from us or otherwise communicate with us.

As you interact with our website or services, we may automatically collect Technical Data and Usage Data about your equipment, browser information and interaction patterns. We collect this personal data by using cookies and similar technologies. We also receive Technical Data about you if you visit other websites employing our cookies. Please see the following policy for further details about our usage of cookies: [Cookie policy](#).

We may receive Identity- and Contact Data from the organization you represent if you are authorized to log into and utilize our products and services in connection with your organization’s account.

3. The purposes in relation to laws and regulations

In the table below you can find a description of all the ways we plan to use your personal data, which of the legal bases we rely on to do so and what our legitimate interests are where appropriate.

Purpose/activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer or as contact person for the organization you represent.	(a) Identity Data (b) Contact Data	i) Performance of a contract with you ii) Necessary for our legitimate interests to perform a contract with you

<p>To manage and perform the contract with you or the organization you represent including:</p> <ul style="list-style-type: none"> a) Enable you to access and use the products and services b) To provide customer service and support c) To send you technical notices, updates, security alerts, and support and administrative messages 	<ul style="list-style-type: none"> a) Identity Data b) Contact Data c) Profile Data 	<ul style="list-style-type: none"> i) Performance of a contract with you ii) Necessary for our legitimate interests to perform a contract with you
<p>To enable you to participate in events</p>	<ul style="list-style-type: none"> a) Identity b) Contact 	<ul style="list-style-type: none"> i) Performance of a contract with you ii) Your consent to receive e-marketing about the event
<p>To send you newsletters or other marketing</p>	<ul style="list-style-type: none"> a) Identity b) Contact c) Marketing and communications 	<ul style="list-style-type: none"> i) Your consent to receive e-marketing ii) Necessary for our legitimate interests to send you relevant marketing
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<ul style="list-style-type: none"> a) Identity b) Contact c) Technical d) Usage 	<ul style="list-style-type: none"> i) Necessary for our legitimate interests for running our business, provision of administration and IT services, network security and to prevent fraud

<p>To use data analytics to improve our website, products and services, marketing, customer relationships and experiences</p>	<ul style="list-style-type: none"> a) Technical b) Usage 	<ul style="list-style-type: none"> i) Your consent to our use of cookies for one or more purposes ii) Necessary for our legitimate interests to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy
<p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p>	<ul style="list-style-type: none"> a) Identity b) Contact c) Profile d) Usage e) Marketing and Communications f) Technical 	<ul style="list-style-type: none"> i) Your consent to our use of cookies for one or more purposes ii) Necessary for our legitimate interests (to study how customers use our products and services, to develop them, to grow our business and to inform our marketing strategy)

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us at gdpr@qlogic.se .

4. Sharing of information collected

Third-Party Service Providers

We use third-party service providers for the following purposes: to provide hosting for and maintenance of our websites and services, application development, backup, storage, payment processing, marketing, analytics and other services for us. These third-party service providers may have access to or process your personal information for the purpose of providing these services for us. We do not permit our third-party service providers to use the personal information that we share with them for any other purpose than in connection with the services they provide to us. We have entered into data processor agreements with all our data processors.

Compliance with laws and law enforcement requests; protection of our rights

In certain situations, we may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may disclose personal information establish or exercise our legal rights or defend against legal claims. We may also share such information if we believe it is necessary in order to investigate, prevent, or act regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or as otherwise required by law.

Testimonials

We may post testimonials on the websites that may contain personal information. We obtain your consent (GDPR (1) (a)) to post your name along with your testimonial. If you wish to update or delete your testimonial, contact us by e-mail at gdpr@qlogic.se .

QLogic and Björn Lundén International sharing

We may share information, including personal information, with any member of QLogic and Björn Lundén International, and they will use the information only for the purposes described in this privacy policy.

Business transfers and mergers

We may assign or transfer your account and related information and data, including any personal information, to any person or entity that acquires all or substantially all of our business, stocks or assets, or with whom we merge. If we do, we will inform them of the requirements to handle your personal information in accordance to this privacy policy.

5. Transfer to third countries

Transference of personal data to recipients outside EU or EEA takes place only in compliance with GDPR Chapter V.

We may use third-party service providers that are established outside the EEA, including in the US, which may involve transference of data outside the EEA. These occurrences of transference of your personal data outside of EU or EEA are protected by safety measures which have been implemented to allow for the transfer, either by an adequacy decision made by the European Commission or by use of standard contractual clauses approved by the European Commission which give personal data the same protection it has in Europe.

To request more information on our current data processors established outside EU or EEA and the safety measures in place to allow for the transfer of personal data, please send your request to gdpr@qlogic.se.

6. Data retention

We retain the personal information we collect where we have an ongoing, legitimate business need to do so. When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it.

Identity- and Contact Data is saved to demonstrate the agreement we have or have had.

Your consent to receive e-marketing will be saved until further notice and for as long as no material changes have been made. We will stop sending you e-marketing when you withdraw your consent.

Technical- and Usage Data will be stored until further notice after you or the organization you represent last visited our website, registered to use our products and services, or registered to attend our event. You have the right to at any time withdraw your consent.

Data may be retained for a longer period if we are legally obliged to do so, or if retention is necessary to establish, exercise or defend legal claims.

7. How to exercise your data protection rights

You have certain choices regarding our processing of your personal information. Below is a summary of those choices, how to exercise them and any limitations.

Request access

Request access to your personal information. This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.

Request correction

Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.

Request erasure

Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us to continue to process it.

Object to processing

Object to processing of your personal information where we, or a third party, are relying on a legitimate interest and there is something particular about your situation which makes you want to object to processing on this ground. You also have the right to object to where we are processing your personal information for direct marketing purposes. You manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located at the bottom of our marketing e-mails or send your request to:

marketing@qbis.se.

Request restriction

Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.

Request transfer

Request the transfer of your personal information to another party, also known as data portability.

With-draw consent

Where our processing is solely based on your specific consent you have the right to withdraw your consent at any time. Such withdrawal will not affect the lawfulness of processing based on consent before its withdrawal.

If you wish to exercise any of the data protection rights that are available to you then please send your request to gdpr@qlogic.se.

You have the right to complain to your local data protection authority if you are not satisfied with our data protection practices. In Sweden you can lodge a complaint to Integritetsmyndigheten: <https://www.imy.se/privatperson/utfora-arenden/lamna-ett-klagomal/>.

8. Changes and updates of this privacy policy

This privacy policy will be regularly updated in order to ensure that new legal, regulatory or operational requirements are followed. Visit this page occasionally to view the latest updates.

The updates of this privacy policy will not result in material changes without a prominent notice to the website prior to the change being effective.

If you do not accept any changes made to this privacy policy, please discontinue using this website and its services.