

Privacy policy - Alster

Last update: 23 November 2022

We are committed to respecting your privacy and protecting your personal data in particular in accordance with GDPR. This privacy policy applies to all use of your personal data collected by Alster Digital AB (Brunnsgatan 6, 111 38 STOCKHOLM, SWEDEN).

This policy applies to personal data we may collect from you, or that you provide to us, through or in interaction with our websites and other digital services.

We will only collect and process information about you in accordance with this policy. If you have any concerns over privacy or this policy please contact us at hello@alster.se.

HOW WE USE AND SHARE YOUR DATA

Our website uses cookies for several purposes. First-party cookies (created by us at Alster) are necessary for the website to function correctly, and they do not collect and store any of your personally identifiable data.

Third-party cookies (created by third-party services that we use) on our website are used for understanding how the website performs, how you interact with the website and to support our own marketing and sales processes. In short - we want to track your visit, what IP you are coming from, if you return multiple times, what content you are interacting with and if you visit was triggered by specific marketing that we are doing (or have been doing).

WHAT ARE COOKIES?

Cookies are small text files that are used to store small pieces of information. They are stored on your device (e.g. computer, phone or tablet) when a website is accessed in your web browser. These cookies are used to identify you on our website, but may also be used on third-party services and websites for the same purpose.

THIRD-PARTIES WE SHARE YOUR DATA WITH

- LeadFeeder
- Google Analytics and Google Universal Analytics
- Google Tag Manager
- YouTube
- Meta Business Facebook
- Meta Business Instagram
- LinkedIn
- Twitter

YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA

You have certain rights over the way we process personal data relating to you. You may contact us if you:

- want us to stop or change our processing your data
- want to correct any errors in your data
- want us to delete your data
- want information on what data about you that we have stored
- want a copy of your data

For data processing activities for which we rely upon your explicit consent, you can withdraw your consent at any time by contacting us.

Contact us on: hello@alster.se

DATA RETENTION

We will only hold data about you for as long as necessary considering the purpose for which that data was collected.

GENERAL

We may make changes to this policy in the future. You should check this page from time to time to ensure you are aware of any changes.