

## PRIVACY POLICY

Hööks Hästsport AB ("Hööks", "we", "our" and "us") protects your privacy. We therefore want to inform you how we process your personal data and what [rights](#) you have with regard to our processing of your personal data.

This privacy policy applies to those who make a purchase and visit [www.hooks.se](http://www.hooks.se), subscribe to our newsletters and if you are a member or enter one of our competitions. If you have any questions regarding our processing of your personal data or if you want to [contact us](#).

### In brief: How we process your personal data?

- [If you visit our homepage](#) we process your personal data in order to:
  - analyse how our website is used. We do this by using Google Analytics and other tools
  - Showing you our personalised offers on our and other sites that you visit. We do this by using marketing services that are described in more detail below.
- [If you contact us or use our social media](#) we process your personal data in order to, e.g., be able to reply to comments.
- [If you buy something from us](#) we process your personal data in order to:
  - complete your purchase,
  - communicate with you regarding the purchase, e.g. send an order confirmation and a request to rate your purchase
  - help you with any customer service matters
  - comply with legal obligations such as storing information for accounting purposes.
- [If you are a member in our loyalty programme](#) we process your personal data in order to:
  - create and manage your member account where you can see your personal data and order history
  - create personalised adverts in external platform such as Meta and Google
  - give you the benefits of having a member account, e.g. saving receipts
  - send you newsletters and personal greetings.
- [If you enter a competition that we organise](#) we process your personal data in order to be able to run the competition
- [If you have chosen to subscribe to our newsletters](#) we process your personal data so that you can receive our newsletters
- [If you have asked us to stop sending marketing messages to you](#) we store information about this to ensure that you will no longer receive marketing messages from us

Our [detailed description of personal data processing](#) has been divided into several parts so that you can read about what applies to just you without clicking on the links above.

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## Who is responsible for personal data processing?

Hööks Hästsport AB with Corp. ID number 556158-2213, is responsible for the processing of your personal data as described in this privacy policy in its capacity of personal data controller.

If you have any questions regarding our processing of your personal data or if you want to exercise any of your rights you can contact us at our email address [kundservice@hooks.se](mailto:kundservice@hooks.se). Our postal address is Hööks Hästsport AB, Företagsgatan 58, 501 77 Borås, Sweden.

## What rights do you have?

In accordance with the data privacy act you have certain rights with regard to our processing of your personal data. If you have any questions about these rights or want to make use of your rights you are welcome to contact us on the [contact details above](#).

- **Right to withdraw your consent**

You have the right to *withdraw* in full or in part *the consent you have given to us*.

- **Right to object**

You always have the right to *object* to your personal data being processed for *marketing purposes and profiling*, such as newsletters and personalised marketing. Read more about profiling below. You also have the right to object at any time to the processing of your personal data *that is based on legitimate interests*. Read more about what legitimate interests means [below](#).

- **Right of access**

You have the right to *get confirmation* of how we process your personal data. If we process your personal data you also have the right to *get information about how we process them* and *get a copy* of the personal data.

- **Right to rectification**

You have the right to *correction* of any incorrect personal data that concern you and to *get incomplete personal data supplemented*.

- **Right to erasure (right to be forgotten)**

You have the right to request *erasure of your personal data*, e.g. because your personal data is no longer necessary for the purposes they were collected for.

- **Right to restriction of processing**

You also have the right to request that we *restrict our processing* of your personal data, e.g. if you dispute the correctness of the personal data or if the processing is unlawful.

- **Right to data portability**

You have the right to *request and receive your personal data in a structured, commonly used, and machine-readable format*, and to transmit it to another personal data controller if technically possible (“data portability”). The right to data portability applies to personal data that you have provided to us in a structured, commonly used and machine-readable format if the processing is based on your consent, or on an agreement if the processing is done automatically.

You always have the right to file a *complaint with a competent supervisory authority*. The competent supervisory authority in Sweden is the [Swedish Authority for Privacy Protection](#).

## **Detailed description of how we process and store your personal data**

Here you can read in more detail about why we process your personal data, which categories of personal data we process and what is the lawful basis for the processing of your personal data. You can also read about how long we store your personal data.

This is partly information that we are required to provide by law. The text may therefore seem somewhat long and complicated, but if you have any questions please don't hesitate to contact us!

### **If you visit our homepage**

We analyse how our website is used and show you relevant offers on other pages you visit based on such analysis. We explain this in more detail in the tables below. In order to protect your privacy we have taken measures to avoid identifying you who uses our website, e.g. we only store an encrypted version of your IP address so that we cannot trace who you are.

We get your personal data from your device when you visit us and from our partners who use information they have since previously to carry out analysis and to show you interesting offers from us.

*In order to obtain personal data for analysis and marketing as set out below we use cookies. In our [text about cookies](#) we explain in more detail how this is done. You can find it here.*

To analyse how our website is used		
Processing that is carried out	Personal data that is processed	Lawful basis
<p>Analyse how you use our website in order to be able to improve our products and services. To do this we use Google's analytics tool <a href="#">Google Analytics</a> and Crazy egg . The analytics service means that a unique ID is assigned to your device in order to be able to distinguish visitors and see a pattern of how the website is used. But we cannot see who you are.</p> <p>Personal data we collect is processed in order to optimise functionality, load speed and change the website to suit you as a visitor.</p>	<ul style="list-style-type: none"> <li>• Encrypted IP address which we at Hööks cannot associate with you</li> <li>• Geographic location</li> <li>• Other information about how you are using the website, e.g. what you click on, device details and how many times you have visited the website.</li> <li>• Information that the analytics services have about you from previously, e.g. which website you found us from</li> </ul>	<p>Consent</p> <p><i>We obtain your consent to analyse how you use our website in order to provide you with a better experience.</i></p> <p><i>You can avoid Google analytics by downloading and installing <a href="#">this</a> browser.</i></p>
<p>Analyse how you use and interact with our website in order to personalise your experience of the website and provide relevant communication.</p>	<ul style="list-style-type: none"> <li>• User Agent String</li> <li>• OrderID</li> <li>• Other information about how you use the website, so-called behavioural data</li> </ul>	<p>Consent</p> <p><i>We obtain your consent to analyse how you use our website in order to provide you with a better experience.</i></p>
<p><b>Storage time:</b> Personal data will be stored for 14 months for Google Analytics and 12 months for Crazy Egg counting from your visit and then be anonymized. <a href="#">Crazy Egg   Privacy Policy</a></p> <p>Google will continue to process your personal data as an independent personal data controller. How long <a href="#">Google</a> stores your personal data is explained in their privacy policy.</p>		

**Profiling:** We use automated decision-making, so-called profiling, to analyse and show you the products and offers we believe suit you best and to provide a personalised experience. Profiling is done because otherwise we would not have been able to show or send relevant products and offers. Without this profiling you would have instead seen products and offers that are not as relevant for you. You have the right to object to profiling. You can read more about your right to object above, where your [rights](#) are explained

### To show interesting offers from us on other pages you visit

Processing that is carried out	Personal data that is processed	Lawful basis
<p>Market our products by showing offers and new products we think are interesting for you. We show personalised marketing on Google, Facebook, Instagram, Snapchat and other sites. We do this based on such information that these parties have about you since previously (so-called <i>profiling</i>*).</p> <p>Share information about you as a customer with Google, Meta, Snapchat and TikTok so that these marketing services will know who is interested in us.</p> <p>We can show offers by using marketing services from <a href="#">Google</a>, <a href="#">Meta</a>, <a href="#">Snapchat</a>, and <a href="#">Tiktok</a>.</p>	<ul style="list-style-type: none"> <li>• Encrypted IP address which we at Hööks cannot associate with you</li> <li>• Email address</li> <li>• Geographic location</li> </ul> <p>Then you will see search results and advertising banners based on:</p> <ul style="list-style-type: none"> <li>• Analysis of how you use our website</li> <li>• Information that the marketing services have about you from previously, e.g. which website you found us from</li> <li>• Information from the marketing services that is collected by the offers that are shown to you.</li> </ul>	<p>Consent</p> <p><i>We obtain your consent in order to be able to give you as a customer and other potential customers personalised marketing that is relevant to you based on the information we have about you, e.g. based on what you have shown interest in on our website.</i></p> <p><a href="#">Here</a> you can select the marketing you'll see from Google, <a href="#">here</a> you'll find more information about your selections on Instagram and <a href="#">here</a> on Facebook under the heading <i>ad settings</i> you can select which marketing you want to see on Facebook.</p>

**Storage time:** You will see marketing from us for 12 months after visiting our website.

The marketing services we use will continue to process your personal data as independent personal data controllers. How long [Google](#), [Facebook](#), [Snapchat](#) and [Tiktok](#), store your personal data is explained in their respective privacy policy.

**Profiling:** We use automated decision-making, so-called profiling, to show you offers we believe suit you best and to provide personalised marketing. Profiling is done because otherwise we would not have been able to show or send relevant offers and personalised marketing to you. Without this profiling you would have instead seen offers that are not relevant for you. You have the right to object to profiling. You can read more about your right to object above, where your [rights](#) are explained.

### To remind you of merchandise you have left in your shopping cart

Processing that is carried out	Personal data that is processed	Lawful basis
<p>Send information about your shopping cart to the email address you have provided before you left our website without completing a purchase.</p>	<ul style="list-style-type: none"> <li>• Name</li> <li>• Email address</li> <li>• Browsing history</li> <li>• Order history</li> </ul>	<p>Legitimate interests.</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> to remind you of merchandise you have left in our shopping cart.</i></p>

**Storage time:** Personal data is stored for 30 days after you put the merchandise in your shopping cart.

You can opt out of receiving marketing from us at any time.

If you have selected to be notified when a product is in stock again		
Processing that is carried out	Personal data that is processed	Lawful basis
Send an email when a product is in stock again.	<ul style="list-style-type: none"> <li>Email address</li> <li>The product you have registered for</li> </ul>	Consent
<p><b>Storage time:</b> Personal data is stored for two months after an email has been sent to you. Should the product not be back-in-stock within 12 months, your email will be deleted.</p> <p>You can opt out of us continuing to notify you if products are back-in-stock. If so, please let us know.</p>		

### If you visit our social media or have contacted us otherwise

When you are in contact with us, e.g. via social media, we will process your personal data as described in the tables below. We get your personal data from you through our communication.

*If you use social media, the social media you are using (e.g. Facebook) will process your personal data and we therefore recommend that you read our information below together with the information you'll find on these social media.*

To communicate with you		
Processing that is carried out	Personal data that is processed	Lawful basis
<p>Communicate with you, e.g. via email.</p> <p>Communicate on our social media, e.g. if you are posting comments on our site or commenting on our post to allow you to come back to it when it is relevant.</p> <p>Answer your questions.</p>	<ul style="list-style-type: none"> <li>Name/username you are using on the social platform</li> <li>The contact details you are using, e.g. email address, phone number and/or address</li> <li>Other information you provide during our communication</li> </ul> <p>If you visit our social media, (e.g. our Instagram) we also process information from your profile (username and the image you have selected for your account)</p>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in being able to communicate with you on our social media, email or similar.</i></p>
<p><b>Storage time:</b> We regularly delete your personal data.</p> <ul style="list-style-type: none"> <li>If you contact us by email your personal data will be deleted within six months from our communication concerning the case having been concluded.</li> <li>On social media your comments and our communication will remain until you remove the comments and/or communication yourself. Material that may be perceived as offensive is removed earlier than that. This applies to, for example, rude comments, bad language or attacks against individuals.</li> </ul>		

To share posts on social media		
Processing that is carried out	Personal data that is processed	Lawful basis
Share your posts on social media where we are mentioned or where you are using any of the hashtags we create.	<ul style="list-style-type: none"> <li>Information from your profile (username and the image you have selected for your account)</li> <li>Other information contained in the post you have shared</li> </ul>	<p>Consent</p> <p><i>The consent you provide before we share your post. You can withdraw your consent at any time.</i></p>
<p><b>Storage time:</b> The posts we share on social media will be stored until you ask us to remove the post.</p>		

### If you make a purchase

We process your personal data when you buy something from us. We get your personal data from you when you make a purchase and some personal data we collect ourselves, e.g. by analysing how you use our newsletters. Our online payment feature is managed by the company Kustom and invoice payments are managed by Klarna and both of these may also use personal data that the respective company has about you since previously, read more about this in [Klarna's](#) own information.

To administer your purchase		
Processing that is carried out	Personal data that is processed	Lawful basis
<p>Receive and register your order.</p> <p>Process payment.</p> <p>Send order confirmation and delivery details.</p> <p>Deliver your order.</p> <p>Identify you when you make a purchase/consignment of the order</p> <p>To ensure that we receive all purchases that are made and to protect us from fraud, your IP address is processed.</p>	<ul style="list-style-type: none"> <li>Name</li> <li>Contact details (postal address, email address and phone number)</li> <li>Order details (e.g. which product you have ordered)</li> <li>ID/personal ID number /Date of birth</li> <li>Payment information</li> <li>IP address</li> <li>Any information about the embroidery you order</li> </ul>	<p>Completion of agreement</p> <p><i>The processing is necessary for us to complete the agreement regarding your purchase. If the personal data is not provided you cannot make a purchase from us.</i></p> <p><i>You must provide us with these personal data. Otherwise we cannot process your purchase.</i></p> <p>Legitimate interests</p> <p><i>Processing of the IP address is based on our <a href="#">legitimate interest</a> in counteracting improper usage / utilisation of our services.</i></p>
<p><b>Storage time:</b> The personal data is stored for the time that you are making the purchase and thereafter for the purposes stated in the tables below, e.g. if you have an account with Hööks or for accounting purposes.</p>		
<p>In addition to the above, your personal data is also processed by the payment service provider <a href="#">Klarna</a> in order to process your payment. Klarna is an independent personal data controller for such processing and will inform you separately of how your personal data is processed.</p>		

### To send newsletters after your online purchase

Processing that is carried out	Personal data that is processed	Lawful basis
After your online purchase you will receive marketing and newsletters with offers and information via email.	<ul style="list-style-type: none"> <li>Email address</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in marketing our products and services to those who have made a purchase.</i></p>
To improve and develop our newsletters we analyse how you open them and what you click on in the newsletter.	<ul style="list-style-type: none"> <li>Information about how you open and use our newsletters</li> <li>IP address</li> <li>Email address</li> </ul>	Consent
<p><b>Storage time:</b> You will continue to receive newsletters for three years after your purchase. You can opt out of receiving marketing from us at any time. If you opt out, your personal data will be stored temporarily in our <a href="#">unsubscribe</a> register.</p>		

### To administer customer service cases

Processing that is carried out	Personal data that is processed	Lawful basis
<p>Respond to and manage your customer service case by email, telephone, our website or social media.</p> <p>Respond to your messages and questions you submit on our website.</p>	<ul style="list-style-type: none"> <li>Name</li> <li>The contact details you provide, e.g. email address, phone number and/or address</li> <li>The information you provide (e.g. order number)</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in helping you with your case.</i></p>
<p><b>Storage time:</b> Personal data will be deleted within 18 months from that the case has been closed.</p>		

### To manage the right of withdrawal, complaints or other claims

Processing that is carried out	Personal data that is processed	Lawful basis
<p>Manage the right of withdrawal.</p> <p>Manage any complaints or other claims.</p> <p>Initiate any claims.</p>	<ul style="list-style-type: none"> <li>Name</li> <li>Contact details (postal address, email address and phone number)</li> <li>Information from our communication with you regarding your claim (e.g. information about the order in question)</li> </ul>	<p>Legal obligation and legitimate interests</p> <p><i>Processing is necessary for us to act in accordance with consumer rights legislation and thus follow a legal obligation. We also have a <a href="#">legitimate interest</a> in being able to defend ourselves against or initiate any legal claims.</i></p> <p><i>You must provide us with these personal data. Otherwise we will not be able to fulfil our legal obligations.</i></p>
<p><b>Storage time:</b> Personal data is stored from the time that you submit your claim or we initiate a claim and is processed for as long as the process regarding the claim is underway. We always try to process your case as soon as</p>		



it is submitted and delete your personal data within six months from that the case has been submitted. If your case takes longer than this, your personal data will be deleted no later than six months after the case has been closed.

### To comply with the rules of the Swedish Bookkeeping Act

Processing that is carried out	Personal data that is processed	Lawful basis
To follow the bookkeeping legislation.	<ul style="list-style-type: none"> <li>Payment history, transactions and other material that constitutes bookkeeping material</li> </ul>	<p>Legal obligation</p> <p><i>Processing is necessary to follow mandatory law, i.e. the bookkeeping act.</i></p> <p><i>You must provide us with these personal data. Otherwise we cannot process your purchase and follow the bookkeeping act.</i></p>

**Storage time:** Personal data is stored for seven to eight years in accordance with the bookkeeping act (end of the seventh accounting year).

### To improve our products

Processing that is carried out	Personal data that is processed	Lawful basis
<p>Send requests to participate in surveys about our products.</p> <p>Process the replies you submit in the survey.</p> <p>Compile statistics of the results from our surveys.</p>	<ul style="list-style-type: none"> <li>Name</li> <li>Email address</li> <li>Information you submit in the survey</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in contacting you with a request to evaluate our service in order to improve our services.</i></p>
<p>Examine how our products and services are used and experienced in order to implement improvement measures.</p> <p>Show customer reviews on our website.</p>	<ul style="list-style-type: none"> <li>Information about your purchase history</li> <li>Information about which offers you have used, the purchases made, etc.</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in developing our products and services to give you and other users a better experience.</i></p>
<p>Analyse our customers and their interactions with us</p> <p>Evaluate, develop and improve the company's services, products and systems for all customers.</p>	<ul style="list-style-type: none"> <li>Contact details (postal address, age, gender, email address and phone number)</li> <li>Purchase and order details (e.g. which product you have ordered)</li> <li>Information about the member account</li> <li>Payment information</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in developing our products and services to give you and other customers a better experience and service.</i></p>

**Storage time:** Personal data is stored for one year after completed purchase. However, we will stop processing your personal data earlier if you object to our processing.

For the customer reviews that are submitted and shown on our website, your review and email address will be stored for as long as it is relevant and we are selling the product, unless you have objected to our processing previously.

## If you are a member in our customer club

Your membership in Höök's customer club means that we process the personal data you have provided to us yourself and the personal data that we ourselves collect.

To provide your member account		
Processing that is carried out	Personal data that is processed	Lawful basis
<p>Create and manage your member account where you can see your personal data and order history. During registration, your contact details will be obtained by using your personal ID number. The information comes from a third party.</p> <p>Communicate regarding your member account.</p> <p>Take security measures, e.g. ensuring that only authorised individuals log in.</p>	<ul style="list-style-type: none"> <li>• Name</li> <li>• Address</li> <li>• Phone number</li> <li>• User name</li> <li>• Personal identification number</li> <li>• Email address</li> <li>• Password</li> <li>• Other information you provide us with, e.g. interests.</li> </ul>	<p>Completing agreements</p> <p><i>Processing is necessary for us to create and administer your member account.</i></p> <p><i>You must provide us with these personal data. Otherwise we cannot provide your member account.</i></p> <p>Legitimate interests</p> <p><i>Obtaining your contact details when registering your account is based on our <a href="#">legitimate interest</a> in providing you with the benefits of convenient registration and the security of correct data.</i></p>
<p>Give you the benefits of having a member account, this includes giving you the possibility to e.g. save your preferences, use pre-filled information when you shop, see previous purchases, track the current purchase and easily manage your newsletter subscription.</p>	<ul style="list-style-type: none"> <li>• The information you filled in the last time you shopped and the preferences you have selected to save</li> <li>• Order history</li> <li>• Information as to whether you subscribe to newsletters or not</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in providing you with the benefits of having a member account.</i></p>
<p>Marketing on external platforms such as META and Google.</p>	<p>To META: Email address, mobile number and name.</p> <p>To Google:</p> <p>Should we use this, too, for Google marketing, it will be this:</p> <ul style="list-style-type: none"> <li>• Email address, mobile number, name and address.</li> </ul>	<p>Consent</p> <p><i>You can withdraw your consent at any time.</i></p>

When you register as a member in the shop we ask for your personal ID number which we then use to call up your address from a third party.	<p>We send: Personal identification number</p> <p>We get back: Name and address.</p>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in keeping your member account updated.</i></p>
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**Storage time:** The personal data is stored for as long as you have an account with Hööks. If you have been inactive (not made a purchase) for more than 36 months we will delete your personal data. In case you have bought products with a longer warranty period we will save your data for as long as the warranty applies.

You can delete your member account at any time. If you delete your account, all personal data you have provided as above will be deleted.

To send newsletter and SMS to members		
Processing that is carried out	Personal data that is processed	Lawful basis
Send marketing and newsletters with offers and information via email.	<ul style="list-style-type: none"> <li>Email address</li> <li>Phone number</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in sending newsletters to you as a member.</i></p>
To improve and develop our newsletters we analyse how you open our newsletters and what you click on in the newsletter.	<ul style="list-style-type: none"> <li>Information about how you open our newsletters</li> <li>IP address</li> <li>Email address</li> <li>Completed purchases</li> </ul>	Consent
To send personalised offers based on your membership tier.	<ul style="list-style-type: none"> <li>Information about your membership tier</li> </ul>	<p>Legitimate interests</p> <p><i>The processing is based on our <a href="#">legitimate interest</a> in sending you newsletters based on your membership tier.</i></p>

**Storage time:** We will continue to send you newsletters until you unsubscribe or otherwise ask us to stop sending newsletters.

You can opt out of receiving marketing from us at any time. If you opt out, your personal data will be stored temporarily in our [unsubscribe](#) register.

### If you enter any of our competitions

If you enter one of our competitions we will process your personal data. We obtain your personal data from you by you entering the competition and from your social media.

To hold the competition		
Processing that is carried out	Personal data that is processed	Lawful basis
Administer your registration or your participation in the competition.	<ul style="list-style-type: none"> <li>Name, e.g. username on Instagram</li> <li>Your entry and other information you provide us with when you</li> </ul>	<p>Legitimate interests</p> <p><i>Our <a href="#">legitimate interest</a> in administering your registration and your entry.</i></p>

	enter the competition, e.g. email address	
<p><b>Storage time:</b> If you enter a competition on location – for example at Sweden Horse Show – we will not store your personal data after the competition is finished.</p> <p>If you have entered a competition online, your entry will remain until you take it down yourself, e.g. delete your comments or your posts. If we have reposted the post in our flow you can ask us to take down the post at any time.</p>		

### If you subscribe to our newsletter

This table describes how we process your personal data if you have chosen to subscribe to our newsletters. We get your personal data from you and collect certain personal data by analysing how you use our newsletters.

To send newsletters		
Processing that is carried out	Personal data that is processed	Lawful basis
Send marketing and newsletters with offers and information that you have registered for via email.	<ul style="list-style-type: none"> <li>Email address</li> </ul>	Consent
To improve and develop our newsletters we analyse how you open our newsletters and what you click on in newsletters.	<ul style="list-style-type: none"> <li>Information about how you open our newsletters</li> <li>IP address</li> <li>Email address</li> </ul>	Consent
<p><b>Storage time:</b> We will continue to send you newsletters until you unsubscribe or otherwise ask us to stop sending newsletters. No later than two months after you have unsubscribed we will delete your personal data.</p> <p>You can opt out of receiving marketing from us at any time. If you opt out, your personal data will be stored temporarily in our <a href="#">unsubscription</a> register.</p>		

### If you have asked us to stop sending marketing to you

Described below is how we process your personal data if you have opted out of our marketing. We get your personal data from you.

To follow marketing regulations		
Processing that is carried out	Personal data that is processed	Lawful basis

<p>If you have told us that you do not want our marketing we will save a note about this in an “unsubscribe register” to ensure that we do not send you further marketing.</p>	<ul style="list-style-type: none"> <li>• Email address</li> </ul>	<p>Legal obligation</p> <p><i>We are obligated under the Marketing Act to ensure that you are not sent any mailing you have asked not to receive.</i></p> <p><i>You must provide us with these personal data. If you do not, we cannot unsubscribe you from newsletters.</i></p>
<p><b>Storage time:</b> You will be in our “unsubscribe register” temporarily unless you are deleted in accordance with other information stated above.</p>		

## Who has access to your personal data and why?

Your personal data is processed primarily by us at Hööks. We do, however, hire IT suppliers for us to have a functioning IT system and run our operations efficiently. These IT suppliers process personal data on our behalf in the capacity of personal data assistant.

If you **buy something from us** we will share your personal data with:

- companies in the Hööks-group that help us manage our customer service;
- our payment service provider Kustom to administer your payment. If you choose to pay by invoice, Klarna can share your personal data with credit reporting agencies to assess your financial situation; and
- our shipping provider and packing service processes your personal data to ship packages and manage any returns.

If you **visit our website** we share your personal data with:

- [Google](#), [Meta](#), [Snapchat](#), [TikTok](#) which we use to offer you and other potential customers personalised marketing; and
- [Google](#) and [Crazy Egg](#) which analyse the use of the website and thus may get access to your personal data if you use our website.

*If you want more information about how we share your personal data you are welcome to contact us using [our contact details](#).*

## Do we share your personal data outside of the EU/EES?

As a main rule, we and the operators we share your personal data with process your personal data only within the EU/EES. Some of our IT suppliers and Google, Meta, Snapchat, and TikTok, however, process your personal data outside of the EU/EES.

When we transfer your personal data outside of the EU/EES this is done only if the transfer is lawful in accordance with current data protection legislation. This means that the transfer can be based on the EU commission's decision or standard contract clauses with supplementary protection measures.

*If you have any questions regarding how we share your personal data, e.g. what lawful basis we have for sharing, you are welcome to contact us using [our contact details](#).*

## Legitimate interests

As stated above, we process some of your personal data based on legitimate interests as a lawful basis for the processing. Legitimate interest means that we have made an assessment that our legitimate interest in carrying out the processing takes priority over your interest and your basic rights not to have your personal data processed. What is our legitimate interest can be seen in the tables above.

*If you want to know more about how we have made these assessments you are welcome to contact us using [our contact details](#).*

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This privacy policy was finalised by Hööks on 2025-08-14.