

Privacy Policy – Safe at Site AB

(Revised October 2025 in accordance with EU-GDPR and the ePrivacy Directive)

1. General Information

Safe at Site AB (Reg. No. 559097-5503) values your privacy and complies with applicable data protection legislation, including the EU General Data Protection Regulation (GDPR) and supplementary Swedish law. This policy explains how we collect, use, store, and share personal data.

2. What Personal Data We Collect and Why

We process personal data to deliver our products and services, communicate with customers, and improve our website.

2.1 In connection with customer contact (quotations, orders, warranty matters)

We collect:

- Name and contact details
- Order information (product, quantity, price)
- Billing information

Purpose: To identify the customer, fulfil agreements, deliver products, issue accurate invoices, and prevent fraud.

2.2 For customer inquiries and market surveys

Purpose: To follow up with stakeholders, analyse customer satisfaction, and improve our offering.

2.3 For marketing and website usage

We use cookies and tools such as HubSpot, Google Analytics, and Snitcher to analyse web traffic and measure the effectiveness of digital campaigns. Only business-related information is used for lead generation (see section 8).

3. Legal Basis

We process personal data on the following grounds:

- Contract performance: when you order goods or services.
- Legitimate interest: for customer care, marketing to existing business customers, web analytics, and IT security.
- Consent: for the use of non-essential cookies and marketing tools.

4. Data Retention

Personal data is retained only as long as necessary for the purpose for which it was collected, or as required by law.

- Customer data: up to 24 months after the last contact, or until a deletion request is received.
- Accounting records: 7 years, in accordance with the Swedish Accounting Act.
- Marketing data (cookies, leads): according to each tool's storage policy and your consent.

5. Sharing of Personal Data

We share data only with trusted partners:

- Freight companies (delivery)
- Suppliers (warranty matters)
- Billing service providers
- IT and analytics providers (HubSpot, Google, Snitcher, Zedcom)

We ensure that personal data is processed only within the EU/EEA or under a valid transfer mechanism (e.g., EU Standard Contractual Clauses).

6. Your Rights

You have the right to:

- Request access to your personal data
- Request correction or deletion
- Object to processing or request restriction
- Obtain your data in a machine-readable format (data portability)
- File a complaint with the Swedish Authority for Privacy Protection (IMY)

Contact: info@safeatsite.com

Phone: +46 63-554 11 80

7. How We Protect Your Data

We implement technical and organisational security measures to protect data from unauthorised access, loss, or disclosure. Our IT operations are managed by Zedcom AB, and data is stored within the EU/EEA. Emails and documents are stored via Dropbox Business and Google Workspace, under agreements that comply with GDPR. Safe at Site operates its own server for email distribution.

8. Use of Cookies and Analytics Tools

We use cookies to improve user experience, measure traffic, and customise content. Necessary cookies are set without consent. Analytical and marketing cookies require consent under the ePrivacy Directive.

8.2 Third-Party Tools

Tool	Purpose	Type of Data	Legal Basis
YouTube	Display embedded videos	IP address, user ID, cookie ID	Consent
Google Analytics 4	Web analytics and traffic measurement	IP address (anonymised), cookie ID	Consent
HubSpot	Marketing automation and forms	Email, name, IP, visit history	Consent/ Legitimate interest
Snitcher	Lead generation (identifies companies visiting the website)	IP address (company-related), visit history	Consent/Legitimate interest

9. About Snitcher

We use Snitcher.com, a B2B lead generation service that helps us identify which companies visit our website. Snitcher processes IP addresses and matches them with public company databases. Only company-related information (not private individuals) is used.

Purpose: To understand which companies are interested in our products and improve our B2B marketing.

Processing:

- IP addresses are temporarily stored and anonymised.
- Only company data (e.g. company name, industry, location) appears in reports.
- No information about individual private persons is stored or used.

Legal basis: Legitimate interest (Article 6.1(f) GDPR) – to develop and market our services to companies. Visitors can object to processing via browser settings or by contacting us.

More information: See Snitcher's privacy policy: <https://www.snitcher.com/privacy>

10. Changes to This Policy

We may update this policy as needed. The latest version is always available at www.safeatsite.com/integritetspolicy.