

Privacy Policy – Virtuell Design

This policy ("Privacy Policy") describes how Virtuell Design, Thure Röings gata 4, 252 25 Helsingborg, Sweden, email: gdpr@virtuelldesign.se ("Virtuell Design", "we") collects, uses, discloses, and stores your personal data.

We respect your privacy and are committed to protecting it by following this Privacy Policy. We are dedicated to being transparent by providing clear information about what personal data we collect, what we do with it and why, who we disclose it to, how we protect it, and what choices you have regarding the use of your personal data by us and third parties.

Data We Process

Newsletter

For our newsletters, we collect your name, company name, email address, and industry affiliation.

Projects

To carry out projects, we collect your name, email address, company name, billing details, records of past projects you have participated in, and your phone number.

Apps

- **Device Identifiers**

We collect information from your device or when the app communicates with our servers, such as how long the app is used, mobile device type, and operating system.

Purpose: This data is processed for security purposes, to protect the solution from misuse. This processing is based on the legitimate interests of Virtuell Design and, where applicable, its customers.

- **GPS Access**

Applies to apps where GPS is used and the user consents to its use.

We do not collect GPS information from your device; it is only used directly within the app, and only when the app is in use.

Website

We also use HubSpot, Google Ads (AdWords), and LinkedIn for analytics, marketing, and tracking on our website. These services may collect information about how you use our website, including which pages you visit, how long you stay, and which links you click. The purpose is to measure and improve our marketing and provide you with more relevant offers. Information may be transferred to and stored by these providers on servers outside the EU/EEA in accordance with their respective privacy policies:

- HubSpot: <https://legal.hubspot.com/privacy-policy>
- Google: <https://policies.google.com/privacy>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Why We Need Your Data

We process your personal data to provide you with our services and products. We value your privacy and do not collect more data than necessary.

What We Do With Your Data

Your data is processed by our staff in Sweden on our own servers within the EU or on servers belonging to companies in the US that are EU-US Privacy Shield-certified:

- Mailchimp ([Privacy Policy](#))
- Google ([Privacy Policy](#))

We work diligently to keep your data secure and never disclose or sell your data to third parties, except where required to comply with applicable law, legal processes, or binding requests from authorities.

How Long We Keep Your Data

For newsletters, we keep your data until you choose to unsubscribe.

When you participate in projects, we retain your data until final delivery. In some cases, data may be retained for related follow-up communications, which may include questions in your area of expertise for future projects or supplementary information.

For apps, raw data relevant to app and network usage on your mobile device is collected and automatically deleted once it is converted into aggregated statistics. These statistics may be kept for a longer period, as they no longer constitute personal data. If you uninstall the app, your occurrence ID is removed.

Certain data may be retained longer to comply with other legislation, such as accounting laws.

Your Rights

If you believe the data we hold about you is incorrect, you have the right to have it corrected and, in certain cases, deleted. This policy informs you about the data we hold about you, and you also have the right to receive a copy of it.

If you wish to exercise your rights, you are always welcome to contact us at gdpr@virtuelldesign.se.

If you are not satisfied with our response to your request or believe we are processing your data unlawfully, you have the right to contact the Swedish Authority for Privacy Protection (IMY).