

# VBN Components AB – Data Protection and Privacy Policy

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Version: 2.0 | Effective date: 2025-09-10

## 1. Introduction

VBN Components AB (reg. no. 556791-5730), Verkstadsgatan 8, 753 23 Uppsala, Sweden ('VBN Components', 'we', 'our', 'us') is the data controller for the processing of personal data described in this Privacy Policy.

We are committed to protecting your privacy and handling your personal data in compliance with the General Data Protection Regulation (EU) 2016/679 (GDPR) and other applicable data protection legislation.

This Privacy Policy explains what personal data we collect, why we collect it, how we use it, and what rights you have.

## 2. Scope

This Privacy Policy applies to:

- Visitors to our websites and digital channels
- Prospective and existing customers (including B2B contacts)
- Individuals contacting us through forms, email, or phone
- Newsletter subscribers and other marketing recipients

## 3. Definitions

Personal data means any information that can directly or indirectly identify a natural person, such as name, email, telephone number, address, IP address, browser information, or location data.

## 4. What Personal Data We Collect

Categories of data we may collect:

- Identification data (name, company, title)
- Contact data (email, phone, postal address)
- Technical data (IP, browser type/version, operating system)
- Interaction data (website usage logs, contact forms)
- Marketing preferences (newsletter subscriptions)

## **5. Why We Process Your Data (Purpose & Legal Basis)**

We process your data for the following purposes:

- Website access & functionality – Legitimate interest (IT security & functionality)
- Customer support – Contractual necessity (or legitimate interest for B2B)
- Sales & business relationship management – Contractual necessity
- Marketing communications – Consent (can be withdrawn at any time)
- Legal & regulatory compliance – Legal obligation

## **6. How We Collect Your Data**

- Directly from you (forms, email, phone)
- Automatically when you visit our website (cookies/logs)
- From public sources (e.g. company websites, LinkedIn)

## **7. Recipients of Personal Data**

Your data may be shared with:

- VBN Components employees
- Business partners and distributors
- IT service providers, hosting, email providers
- Professional advisers

## **8. International Transfers**

If data is transferred outside EU/EEA, we ensure safeguards such as:

- EU adequacy decision or
- EU Standard Contractual Clauses (SCCs)

## **9. Retention Period**

- Website logs: max. 24 months
- Customer data: 7–10 years
- Marketing data: until withdrawal of consent or inactivity for 24 months

## **10. Your Rights**

You have the right to access, rectify, erase, restrict, object, and request data portability.

Contact us to exercise these rights. You may also lodge a complaint with Integritetsskyddsmyndigheten (IMY): <https://www.imy.se>

## 11. Security Measures

We use encryption, firewalls, VPN, access control, audits, backups, and employee training to protect personal data.

## 12. Cookies and Tracking

See our separate Cookie Policy for details on cookies and tracking technologies.

## 13. Contact Information

VBN Components AB, Verkstadsgatan 8, 753 23 Uppsala, Sweden

T: +46 760 07 79 72 | E: [info@vbncomponents.com](mailto:info@vbncomponents.com)

Use subject line 'Data Protection Request' for GDPR-related enquiries.

## 14. Updates to This Policy

The latest version will always be available on our website. Significant changes will be communicated directly.

## Revision History

Version	Date	Changes / Approved by
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