



# Privacy Policy

May 2018

We are committed to protecting and respecting your privacy.

This Privacy Policy governs the privacy terms of all our businesses, i.e. **Gothenburg Film Studios AB**, **Gothenburg Studios Construction AB**, **Götafilm AB** and **Gothenburg Film Studios Development**, and their appertained websites, currently located at [www.gothenburgfilmstudios.com](http://www.gothenburgfilmstudios.com), [www.gotafilm.se](http://www.gotafilm.se), [www.studiocafe.se](http://www.studiocafe.se), [www.gokinema.com](http://www.gokinema.com) and [www.julshow.info](http://www.julshow.info) and the tools we provide you (the "Website" or the "Service").

## Your Privacy

We follow all legal requirements to protect your privacy. Our Privacy Policy is a legal statement that explains how we may collect information from you, how we may share your information, and how you can limit our sharing of your information. You will see terms in our Privacy Policy that are capitalized. These terms have meanings as described in the Definitions section below.

## Definitions

- **Personal Data:** Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).
- **Usage Data:** Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Cookies:** Cookies are small pieces of data stored on a User's device.



## Information Collection And Use

We collect several different types of information for various purposes to provide and improve our Service to you.

### Types of Data Collected

#### **Personal Data**

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to: Email address, Name, Address, State, Postal code, City, Cookies and Usage Data.

We may also collect information like your name, and contact details that you provide by filling in forms on our Websites, or if you apply for grants, e.g. production support grants.

Furthermore, if you contact us, we may keep a record of that correspondence temporarily.

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

In order to maintain and fulfil our contractual obligations to our service agreements we will collect personally identifiable information, e.g. Company name and VAT number, your name, contact details, and social security number.

#### **Usage Data**

We may also collect information how the Websites are accessed and used. This data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our websites that you visit, the time and date of your visit, the time spent on



those pages, unique device identifiers and other diagnostic data.

### **Tracking & Cookies Data**

We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyse our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

## **Use of Data**

We may use the collected data for various purposes:

- To provide and maintain our services
- To notify you about changes to our services
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our services
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

## **Marketing**

We would like to provide you with information about goods and services, which may be of interest to you and may contact you



about these by post, telephone or other electronic means such as e-mail or SMS.

If you are a corporate user, we will send marketing communications to your company e-mail address unless you have opted out. We will give you the opportunity to opt out of receiving marketing communications from us when we first contact you. Also, you can change your marketing preferences at any time by clicking on the "unsubscribe" link in any of our marketing communications or by contacting us at [info@gothenburgstudios.se](mailto:info@gothenburgstudios.se).

For non-corporate users, we will only send marketing communications to your personal e-mail address or SMS messages if those communications relate to goods, services or opportunities which are similar to services we have already provided to you in the past or which you have expressed an interest in, or if you have consented to us contacting you in this way.

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your personal data) if we intend to use your personal data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your personal data. You can also exercise the right at any time by clicking on the "unsubscribe" link in any of our marketing communications or by contacting us at [info@gothenburgstudios.se](mailto:info@gothenburgstudios.se).

## Retention of Data

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time,



except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

## Transfer Of Data

Your information, including Personal Data, may be transferred to – and maintained on – computers located outside of your country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

## Security Of Data

All information you provide to us is stored on secure servers. Any future payment transactions will be encrypted using SSL technology. If you will be given a password, which enables you to access certain parts of our services, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

## Processing of Personal Data

Our legal basis for collecting and using the personal information described in this Privacy Policy depends on the



Personal Data we collect and the specific context in which we collect it.

We may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it's not overridden by your rights
- For payment processing purposes
- To comply with the law

## Your Data Protection Rights

You have certain data protection rights. We will take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- ✓ **The right to access, update or to delete** the information we have on you.
- ✓ **The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.
- ✓ **The right to object.** You have the right to object to our processing of your Personal Data.
- ✓ **The right of restriction.** You have the right to request that we restrict the processing of your personal information.
- ✓ **The right to data portability.** You have the right to be provided with a copy of your Personal Data in a structured, machine-readable and commonly used format.



- ✓ **The right to withdraw consent.** You also have the right to withdraw your consent at any time where we relied on your consent to process your personal information.
- ✓ **The right to make a complaint:** You can make a complaint about how we have used your personal data to us by contacting us as noted above, or to a supervisory authority
- ✓ **The right to refuse automated decision-making:** Automated decision-making takes place when an electronic system uses personal data to make a decision without human intervention. You have the right not to be subject to solely automated decisions that will create legal effects or have a similar significant impact on you, unless you have given us your consent, it is necessary for a contract between you and us or is otherwise permitted by law. You also have certain rights to challenge decisions made about you. We do not currently carry out any solely automated decision-making.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority.

## Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analysing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.



## Analytics

We may use third-party Service Providers to monitor and analyse the use of our Service. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript from sharing information with Google Analytics about visits activity.

## Links To Other Sites

Our Website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for such websites or policies. Please check these policies before you submit any personal data to these websites. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## Changes To This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.



## Contact Us

If you have any questions about this Privacy Policy, please contact us by using the contact information on our Contact Page (<https://www.gothenburgfilmstudios.com/contact>).