

Privacy policy

MAIIA AB always handles personal information carefully and responsibly. In order to offer you, as a customer, our services, MAIIA AB needs to process some of your personal information. With the implemented EU regulation GDPR, individuals are given certain rights regarding the processing of personal data. In order to respond to the requirements and principles that GDPR imposes on companies and organizations, MAIIA AB has expanded its transparency for individuals. In this Privacy Policy, we inform you about how we collect and use your personal data. We also describe your rights and how you can exercise them. You are always welcome to contact us if you have any questions about how we process your personal data.

1. What personal data do we collect about you and when?

Information that you provide to us

We only process the personal information that you provide us with. Personal information is mainly collected through our websites order and quotation services. We also process personal data that you provide in connection with communication with us.

2. Why do we process your personal data?

We process your personal data for the purpose of providing and maintaining our service. We will also process your personal data in order to manage and administer our relationship with you and, where applicable, to administer the agreement with you.

3. What is the legal basis for the processing of your personal data?

In order to process your personal data, we must have a legal basis. We process your personal data on the following grounds:

- We process your personal data when it is necessary to fulfil an agreement with you. This includes preparation of such agreements, and any administrative tasks connected to the agreement, e.g. invoicing.
- We process your personal data when we have a legitimate and justified interest in the processing, such as an interest in communicating with you about our services.
- We also process your personal data when the processing of personal data is necessary to comply with a legal obligation, such as our accounting obligation.

4. Who may we share your personal data with?

Data Processors

In some situations, it is necessary for us to engage other parties in order to carry out our services. For example, we use different IT suppliers. They are to be regarded as personal data processors to us and we have signed data processing agreements in these cases. The responsibility for the personal data as controller remains with MAIIA AB. We check all data processors to ensure that they can provide sufficient guarantees regarding the security and confidentiality of personal data and sign data processing agreements. When data processors are engaged, it is only for the purposes that are compatible with the purposes we ourselves have for the processing, since we are still personal data controllers.

Independent controllers

We also share your personal data with certain other parties that are independent data controllers. This may involve authorities, such as the Swedish Tax Agency. When your personal data is shared with an entity that is an independent personal data controller, that organization's privacy policy and personal data management apply.

5. Where do we process your personal data?

We process your data within the EU/EEA.

6. How long do we keep your personal data?

We never save your personal data for longer than is necessary for each purpose. How long the storage period can be varies depending on the purpose of the processing and how long the data is necessary for the purpose. After that, we will securely delete or anonymize your data so that it is no longer possible to link it to you. Some information, such as bookkeeping, needs to be saved for at least seven (7) years due to Swedish legislation.

7. What are your rights as a data subject?

As a data subject, you have a number of rights under applicable legislation. Here we list these rights.

Right to register extract (right of access)

- If you want to know what personal data we process about you, you can request access to the data. When you submit such a request, we may ask you a number of questions to ensure that your request is handled efficiently. We will also take steps to ensure that the information is requested by and provided to the right person.

Right to rectification

- If you discover that something is wrong, you have the right to request that your personal data be corrected. You may also have any incomplete personal data completed. In some cases, you can make corrections yourself, which we will then inform you about.

Right to erasure

You can request that we delete the personal data we process about you, among other things, if:

- The data is no longer necessary for the purposes for which it is processed.
- You object to a balancing of interests we have made based on our legitimate interest, where your reason for objection outweighs our legitimate interest.
- The personal data is processed in an unlawful manner.
- The personal data has been collected about a child (under the age of 13) for whom you have parental responsibility
- If the data has been collected on the basis of your consent and you wish to withdraw your consent. However, we may have the right to deny your request if there are legal obligations that prevent us from immediately deleting certain personal data. It may also be the case that the processing is necessary for us to be able to establish, exercise or defend legal claims.

Right to restriction

You have the right to request that our processing of your personal data be restricted. For example:

- If you request correction because you believe that the personal data we process is incorrect, you can request that processing be restricted for the time we need to verify whether the personal data is correct.
- If, and when, we no longer need your personal data for the stated purposes, our normal procedure is to delete the data. If you need the personal data to be able to establish, exercise or defend legal claims, you can request that the data be restricted by us. This means that you can request that we do not delete and delete your data.
- If you have made an objection to the processing of personal data we do on the basis of a balance of interests as a legal basis, you can request limited processing for the time we need to check whether our legitimate interests outweigh your interests in having the data deleted.
- If the processing has been restricted in accordance with one of the situations above, we may only, in addition to the storage itself, process the data in order to establish, exercise or defend legal claims, to protect someone else's rights or if you have given your consent.

Right to object to certain types of processing

- You always have the right to object to all processing of personal data that is based on a balance of interests.
- You also always have the right to avoid direct marketing.

Right to data portability

As a data subject, you have the right to data portability (transfer of personal data) if our right to process your personal data is based either on your consent or the performance of an agreement with you. A prerequisite for data portability is that the transfer is technically possible and can be automated.

Manage your rights

The application for an extract from the register or if you wish to invoke any of your other rights must be in writing and signed by the person to whom the extract relates. We will respond to your requests without undue delay and within 30 days at the latest. Email to our e-mail address below. As far as possible, the email should be sent from the e-mail address you are registered with us.

8. Supervision

The Swedish authority responsible for monitoring the application of data protection and privacy legislation is Integritetsskyddsmyndigheten. If you have complaints regarding our use of your personal information, you can contact them, see <https://www.imy.se>.

9. Our contact details

Contact us if you have any questions about how we process personal data. If you have questions about how we process personal data or have a request in accordance with the above rights, you are always welcome to contact us at:

MAIIA AB

Reg. No. 556698-7920

Reg. Office Uppsala, SWEDEN

e-mail: info@maiidiagnostics.com

10. Changes to the Privacy Policy

We reserve the right to make changes to our Privacy Policy. You can always find the latest version on our website. In the event of changes that are of crucial importance for our processing of personal data, this will be communicated to you.