

Diamon's Data Protection Policy

Diamon AB has developed this data protection policy to clarify how we protect your personal data and integrity. This data protection policy is compliant with Regulation (EU) 2016/679 (GDPR) and explains how Diamon AB collects and uses personal information. If you have questions regarding this please contact us on info@diamonretail.com.

When you contact us to purchase a product or service you accept our Data protection policy and our handling of personal data. You also approve that Diamon AB can use electronic communication channels to send you information.

To be able to offer you our services we intend to treat your personal information in compliance with the following.

What information do we collect?

Collection and use of data.

This data protection policy covers online and offline data including personal information that we collect through our webpage, social media, contact per phone, mail or at events and fairs. We reserve the right to combine these data collected from different sources (e.g. webpage information with fairs and meetings).

The information you provide us with: can directly or indirectly give us information about yourself or your company in a number of different ways. For instance when you make a request regarding a product or service that we sell, when you order something from our webpage or sign up for our newsletter, interact through our social media, or contact us per mail, letter or phone.

This information can be:

- Personal and contact information: name, invoice- and delivery information, e-mail address, phone number, your position in the company.
- Payment information: invoicing information, bank accounts and VAT numbers.
- Information on products and services: details regarding the products and services you have purchased or shown interest in buying.
- Financial information
- Historical information: your previous involvement with our company
- Device information: e.g. IP-address, language information, web browser settings, time zone, operating system, platform and screen resolution.
- Geographical location

The information you provide us with will be used in relation to the contractual obligation we have between each other. The information provided is necessary for other purposes that will be described below.

What do we do with the information?

All our data is used to provide, deliver and improve our products and services. Diamon AB treats personal information as follows based on the applicable law:

Purpose with the data use Legal grounds	Why it is necessary
To confirm your identify and verify your personal and contact information	To fulfil our contractual obligation.
To deliver on our obligations towards our customers, suppliers and supply our customers and other stake holders with information on products and services.	To fulfil our contractual obligation towards you.
To ensure that our information is efficient and relevant to you and your company	To be able effectively provide you our products and services.
To undertake risk analysis, prevent fraud and for risk management	Follow legislation and to protect relevant stakeholders.
To follow relevant legislation such as regulation against money laundering and accounting law.	To comply with relevant law.

To whom might we share the information?

We can, in order to fulfil our obligation towards our customers, suppliers and other stake holders, share data with third parties such as subcontractors, suppliers or authorized resellers, distributors or service providers. We will undertake all relevant legal, technical and organizational actions to ensure that your information remains safe and handled at an adequate level of protection during the transmission and sharing with such parties.

Authorities. We will share data to authorities either if you have complied with the sharing or if we are obliged to according to relevant law.

Diamon AB will not sell the collected information in its totality or partially to a third party.

Where do we treat your personal data?

Diamon AB treat the personal information within the EU/EES or other countries where we are active. Diamon AB will undertake reasonable technical, organizational and legal actions to ensure that the data is handled safely with a relevant degree of protection.

How long do we keep the data?

We keep the data as long as necessary to fulfil the purpose for which the data was collected, to be able to fulfil our contractual obligations or as required by law especially with regard to accounting regulation.

Your right to access, correction and deletion

- The right to access. You have the right to a copy of the information Diamon AB has on you and verify the information we keep in our records.
- Correction. You have the right to correct incorrect or incomplete information pertaining to you.
- The right to be forgotten. You have the right to get your personal data erased provided that the purpose of the collection is fulfilled. There might be legal obligations that prevent us from immediately fulfilling such a request. The use of the data will then be restricted as to only be used for the legal obligations all other use will be blocked.

Cookies, Back up and similar technologies.

Diamon AB use so called cookies on its webpage to ensure a user optimized experience.

Diamon AB use Google Analytics on its webpage to track and optimize its webpage performance and user experience.

Diamon AB use third party cloud based back up for its data. Back ups are periodically erased.

Contact us

Diamon AB is a company with the VAT number SE556807-2515 with its head offices at Diamon AB, Boo Strandväg 13, 132 36 Saltsjö Boo, Sweden. Contact us on info@diamonretail.com if you have question regarding our data policy or how we handle personal data.

This Data Protection Policy was developed to comply with GDPR (EU) 2016/679.

This policy was updated 24th of May 2018.

Cookies & and similar techniques

We use cookies, web beacons and similar techniques (commonly referred to as “cookies”) to improve the user experience on our web page.

What are cookies?

Cookies are small text files containing letters and numbers. These are sent from our web page and saved on your device. We use the following types:

- Session cookies a temporary cookie that cease when you end your session or app.
- Persistent cookies remain on your computer until they expire or you delete them.
- First party cookies are placed by the web page you are visiting.
- Third party cookies are cookies developed by a third party
- Web beacons are small transparent graphical elements that can be found in e-mails.

Similar technologies are technologies that store information in your device or web browser in a similar way to cookies and web beacons.

Why do we use cookies?

The cookies we use typically improve your web experience. Some services require cookies to work while others improve your browsing experience.

How can you control the use of cookies?

Your web browser will typically allow you to change the settings for the use of cookies. Check the preferences for your web browser or device to learn more on how to adjust these settings. You can block all cookies, allow only first party cookies or erase all cookies after you close your session or web browser.

Please note that some of our services do not work as intended if you erase or block cookies.

Contact us

If you have questions regarding data protection or cookies please contact us at info@diamonretail.com

This policy was updated 21st of May 2018.