How Exopen Systems handles personal data

When you visit any of our websites or services

Exopen Systems logs user information about how you use our website and our services. These services include, but are not limited to; Data Layer, Planning, Consolidation, Report and the Exopen Excel add-in. The information may include IP number, type of device and browser, and also information about how you interact with our services. We manage "cookies" to improve the experience on the website and services. A "cookie" is a text file placed on your client by our web servers, for example, to save your time when you use our website. "Cookies" give us information about how you use our website, such as which page you just visited, if you have made any settings, and if you have signed up via a form, etc. You have the opportunity to accept or decline the use of "cookies" via your browser. Most browsers automatically accept "cookies". If you choose not to accept "cookies", you may not be able to use all the features on the website. Exopen bases all processing of information we collect about you as a visitor on legitimate interest. Exopen is responsible for the website's security and integrity. This data is deleted when we no longer believe that we have a legitimate interest in saving it. For customers with active contracts, contact details and supporting information are also naturally saved to facilitate support of you in using the service.

When you contact us

As a potential customer, you can contact Exopen through various channels to express your interest in our products and services. We then store contact information about you in your professional role and your employer to inform you about our solutions and services. The processing of your personal data in this situation is based on legitimate interest. Exopen needs to market specifically to you. Since you contacted us and voluntarily shared your contact details, the infringement is considered low compared to this need.

When we initiate contact

Exopen Systems actively works to seek out new business opportunities and continuously identifies prospects where we believe we can add value. You may be included in our databases based on the role you have at your company. The handling of contact information is then based on what GDPR refers to as legitimate interest. This means that Exopen has assessed that there is a mutual interest/need for us to offer our products and services specifically to you, and that the storage of your personal data does not constitute an infringement that exceeds this need. Based on this balancing of interests, your contact details have been obtained from publicly available places such as your company's website. After we have collected your contact details, we will contact you (so that you are aware of this) with a marketing message or by phone, where you have the opportunity to decline future contacts.

What personal data does Exopen process

Mainly, personal data is saved in the following categories. Exactly which data may vary depending on the contact situation.
- Contact details such as name, role, email address, and telephone number
- User information about how you use our website This information may include IP number, type of device and browser, and also information about how you interact with our services, such as which functions you use and which buttons you press, etc.
- Other information that we receive from you through your contact with us.

How long personal data is saved

For customers of Exopen Systems, contact details will be kept in the registry as long as an active customer relationship exists. In ongoing dialogue with our customers, contact details are updated and information about contacts that are not relevant is removed.

For contacts where we do not have a customer relationship, we will only save your contact details as long as we consider them relevant. This means that if we have not had an active dialogue in the past 12-24 months about engaging you (and the organization you represent) as a customer of Exopen, your contact details will be deleted from our systems.

For requests for information about stored personal data, you have the opportunity to contact us at support@exopen.se. Mark the request GDPR.

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