

Privacy Policy

Last updated:

Nordeiq AB respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, share, and protect personal data when you visit our website, contact us, register for our events, download content, engage with us on LinkedIn or other platforms, or use our services.

This Privacy Policy applies to personal data processed by:

Nordeiq AB

Company registration number: 5594984709

Address: Kungsgatan 54, 11135 Stockholm, Sweden

Email: info@nordeiq.com

Website: <https://www.nordeiq.com>

For the purposes of applicable data protection laws, including the General Data Protection Regulation, Nordeiq AB is the data controller for the personal data described in this Privacy Policy, unless otherwise stated.

1. What personal data we collect

We may collect and process the following types of personal data:

Contact and business information

This may include:

- First name and last name
- Work email address
- Phone number
- Company name
- Job title
- Industry
- Country or region
- LinkedIn profile information, where you choose to engage with us through LinkedIn

Event, webinar, and registration information

When you register for an event, webinar, roundtable, workshop, or similar activity, including through LinkedIn registration forms, we may collect:

- Registration details
- Attendance information
- Questions or comments submitted by you

- Areas of professional interest
- Your organisation's AI, technology, or transformation maturity level, where voluntarily provided

Communication information

When you contact us, respond to our campaigns, or interact with us, we may process:

- Email correspondence
- Meeting notes
- Inquiry details
- Feedback
- Preferences regarding future communication

Website and technical information

When you visit our website, we may collect limited technical information, such as:

- IP address
- Browser type
- Device type
- Pages visited
- Date and time of visit
- Referring website
- Cookie and analytics data, where applicable

Client and supplier information

If you are a client, potential client, partner, supplier, or consultant, we may process information necessary to manage our business relationship, including:

- Contract details
- Billing information
- Project-related communication
- Business contact details
- Professional role and responsibilities

We do not intentionally collect sensitive personal data through our website, LinkedIn forms, or marketing activities.

Sensitive personal data includes, for example, information about health, religion, political opinions, trade union membership, ethnicity, or other special categories of personal data.

2. How we collect personal data

We may collect personal data directly from you when you:

- Visit our website
- Contact us through a form, email, phone, or social media
- Register for an event, webinar, or workshop
- Use a LinkedIn registration or Lead Gen Form
- Download content from our website or campaigns
- Subscribe to updates or newsletters
- Attend a meeting or business event
- Become a client, partner, supplier, or consultant
- Engage with Nordeiq content on LinkedIn or other platforms

We may also receive business contact information from publicly available sources, professional networks, referrals, event organisers, or business platforms such as LinkedIn, where permitted by applicable law.

3. Why we process personal data

We process personal data for the following purposes:

To respond to inquiries

We use your personal data to respond when you contact us, request information, ask a question, or express interest in our services.

To manage event and webinar registrations

We use registration data to confirm your participation, send joining instructions, manage attendance, provide event materials, and follow up after the event.

This includes registrations collected through LinkedIn registration forms.

To provide relevant business communication

We may use your business contact details to share relevant insights, invitations, thought leadership, event information, or information about Nordeiq's services where permitted by law.

To provide consulting and advisory services

We process personal data necessary to deliver our services, manage client relationships, coordinate projects, and communicate with stakeholders.

To manage business relationships

We process personal data to manage relationships with clients, potential clients, partners, suppliers, consultants, and other professional contacts.

To improve our website and communication

We may process website and analytics data to understand how visitors interact with our website and improve our content, services, campaigns, and user experience.

To comply with legal and contractual obligations

We may process personal data when necessary to comply with legal requirements, accounting obligations, contractual obligations, or regulatory requests.

To protect our business and systems

We may process data to maintain security, prevent misuse, manage access, protect our systems, and safeguard our legal rights.

4. Legal basis for processing

We process personal data only when we have a lawful basis to do so.

Depending on the context, our legal basis may include:

Consent

We may rely on your consent when you actively agree to receive certain communication, subscribe to updates, submit a LinkedIn registration form with consent, or accept optional cookies.

You may withdraw your consent at any time.

Legitimate interest

We may rely on legitimate interest to communicate with business contacts, respond to inquiries, develop professional relationships, improve our services, analyse campaign performance, and share relevant B2B information about Nordeiq's services.

When relying on legitimate interest, we consider whether our interest is balanced against your rights and expectations.

Contractual necessity

We may process personal data when necessary to enter into or perform a contract with you or the organisation you represent.

Legal obligation

We may process personal data when necessary to comply with legal obligations, such as accounting, tax, regulatory, or legal recordkeeping requirements.

5. Use of LinkedIn registration forms

Nordeiq may use LinkedIn registration forms, including LinkedIn Lead Gen Forms, to collect professional contact details from individuals who voluntarily register for events, webinars, content downloads, newsletters, or related business activities.

When you submit a LinkedIn registration form, we may use your information to:

- Manage your registration
- Send event confirmation and reminders
- Share relevant event materials
- Follow up after the event
- Provide related insights or invitations
- Contact you about relevant Nordeiq services, where permitted by law

We will only use the information for purposes that are clearly connected to the form, campaign, or stated follow-up.

LinkedIn may also process your personal data according to its own privacy policy. We encourage you to review LinkedIn's privacy information when using LinkedIn services.

6. Marketing communication

We may contact you with relevant business updates, event invitations, insights, reports, or information about Nordeiq services.

You can opt out of marketing communication at any time by:

- Using the unsubscribe link in an email, where available
- Contacting us at [Insert privacy/contact email]
- Telling your Nordeiq contact that you no longer wish to receive such communication

If you opt out, we may still contact you for non-marketing purposes, such as contractual, transactional, or service-related communication.

7. Cookies and website analytics

Our website may use cookies and similar technologies to make the website work, improve user experience, understand website traffic, and measure campaign performance.

Cookies may include:

- Strictly necessary cookies
- Analytics cookies
- Performance cookies
- Marketing or tracking cookies, where applicable

Where required, we will ask for your consent before placing non-essential cookies on your device.

You can manage or disable cookies through your browser settings. Some website features may not work properly if cookies are disabled.

8. Who we share personal data with

We do not sell personal data.

We may share personal data with trusted third parties where necessary for the purposes described in this Privacy Policy, including:

- CRM and business management systems
- Email and marketing platforms
- Event and webinar platforms
- Analytics providers
- Public authorities, where required by law

Where third-party service providers process personal data on our behalf, we require them to protect the data and process it only according to our instructions.

IMY clarifies that a data controller can outsource processing, but not the responsibility for ensuring that processing complies with GDPR.

9. International transfers

We primarily aim to process personal data within the EU/EEA.

Where personal data is transferred outside the EU/EEA, we will take appropriate safeguards to protect the data in accordance with applicable data protection laws. These safeguards may include adequacy decisions, standard contractual clauses, or other legally recognised transfer mechanisms.

10. How long we keep personal data

We keep personal data only for as long as necessary for the purposes for which it was collected, unless a longer retention period is required by law.

Examples of retention periods:

- Event and webinar registration data: normally up to 12 months after the event
- Marketing contacts: until you unsubscribe, object, or the data is no longer relevant
- Client and project data: for the duration of the business relationship and as required for legal, contractual, or accounting purposes
- Supplier and invoicing data: according to applicable accounting and tax requirements
- Website analytics data: according to our cookie and analytics settings

We regularly review personal data and delete or anonymise information that is no longer needed.

11. How we protect personal data

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration, or disclosure.

These measures may include:

- Access controls
- Secure storage
- Use of approved business systems
- Confidentiality obligations
- Data minimisation
- Internal policies and procedures
- Security review of suppliers where relevant
- Deletion of unnecessary data exports

No method of transmission or storage is completely secure. However, we work to protect personal data using reasonable and appropriate safeguards.

12. Your rights

Under data protection laws, you may have the right to:

- Request access to your personal data
- Request correction of inaccurate or incomplete data
- Request deletion of your personal data
- Object to certain processing activities
- Request restriction of processing
- Withdraw consent where processing is based on consent
- Request data portability in certain circumstances
- Object to direct marketing at any time
- Lodge a complaint with a supervisory authority

IMY explains that individuals have rights including access, rectification, erasure, restriction, data portability, and objection, including the right to object to direct marketing at any time.

To exercise your rights, please contact us at:

info@nordeiq.com

We may need to verify your identity before responding to your request.

13. Complaints

If you have concerns about how we process your personal data, we encourage you to contact us first so we can try to resolve the matter.

You also have the right to lodge a complaint with the Swedish Authority for Privacy Protection, Integritetsskyddsmyndigheten, IMY.

14. Links to other websites

Our website may contain links to third-party websites, including LinkedIn, event platforms, partner websites, or external resources.

We are not responsible for the privacy practices, content, or security of third-party websites. We encourage you to read their privacy policies before providing personal data.

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, legal requirements, technology, or how we process personal data.

The latest version will always be available on our website.