

Below is a specification of the reasons for us to store customer data.

1. Completing a purchase	
Purpose of data collection	Types of personal data
<ul style="list-style-type: none"> • Delivery of an ordered product/service • Identify the customer and check the customer's age • Handling of the payment or the order (including analyzing what payment methods that should be offered and performance of credit checks) • Fetching the customer's address from external sources. (Collector) • Handling of returns and guarantee cases 	<ul style="list-style-type: none"> • Name • Contact information (address, e-mail, telephone number) • Payment information (method of payment, transaction time) • Personal identification number • Credit checks from external companies • Order information, for example products ordered
Lawful Basis: Contractual Necessity	
Period of storage: 7 years	

2. Handling of customer support tickets	
Purpose of data collection	Types of personal data
<ul style="list-style-type: none"> • Communication with the customer and responding to incoming requests from telephone, email, chat and social media • Determine the customer's identity • Handling of complaints, returns and support requests 	<ul style="list-style-type: none"> • The telephone number or email address used for the contact • The correspondence. (Everything said or written in the correspondence.)
<ul style="list-style-type: none"> • Lawful Basis: Legitimate interests 	
Period of storage: 7 years after last connection	

3. Loyalty program	
Purpose of data collection	Types of personal data
<ul style="list-style-type: none"> • Offer our customers loyalty deals, such as discounts and personal offers, invitations, gifts or other marketing 	<ul style="list-style-type: none"> • Name • Username • Contact information (email, telephone number, address, city) • Purchase history
Lawful Basis: Legitimate interests	
Period of storage: 5 years after inactivity	