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LäraNära Privacy Policy



LäraNära AB (“we or LäraNära”) is committed to protecting your integrity. This Privacy Policy explains why we collect personal information about you and what we do with it, what personal information we collect, for how long we store it and who we may share it with. We encourage you to read the Privacy Policy carefully, as it also specifies the rights you have regarding your personal data and how you can exercise your rights.

Why do we collect personal information and how do we use it?

We collect, store and use personal information when you or the company you represent, use or buy our products or services. We need the personal data to be able to deliver the products or services and to provide support to the services. We also need the personal information to send you operational information about the services, and for contractual and financial reasons.

We also collect, store and use personal information about you for marketing purposes. We collect the personal data that you provide us with when you sign up on LäraNära’s e-mailing lists or register for LäraNära newsletters. We might also collect personal information about you from other sources, such as social media like LinkedIn and/or the website of the company you work for. If we collect personal information about you from any other source than yourself, we always specify where we got the information by e-mail to you. We use your personal data to market our services, and to provide information about new services, newsletters and invitations to our events.

We might collect, store and use your personal information when you contact us, for example if you make an enquiry on our web-site, send us an e-mail or phone us. The personal data that you provide us with will be used for responding to your questions or requests, and will be stored in our systems due to administrative and back-up reasons.

The legal basis for our processing of your personal data is that processing is necessary for the purpose of the legitimate interests of LäraNära to provide its’ products and services, to provide support to our customers, to market our products and services and to respond to your questions and enquiries.

What information do we collect from you?

The information we collect will in most cases include your name, e-mail, phone number, address, job title, company, the content of your message to us and other information you provide us with. We might also collect IP addresses, user ID’s, Twitter, LinkedIn or other social media accounts, and activities on LäraNära’s website.

How long do we keep hold of your information?

Your data is stored in our accounts for 2 years after the last contact with you, or for 10 years following the termination of any commercial relationship with you or the company you represent. Thereafter, we will continue to store your personal data only if we have a legal obligation to do so.

Who might we share your information with?

We may pass your personal data on to third-party service providers contracted by us. We use software service providers for storing of data, providing support to our services, managing and administering customer relations and managing and administering our marketing and sales activities. All contracted third-party service providers are obliged to keep you details securely, and to use them only to fulfil the service they provide us, or our customers on our behalf.

To ensure the safety of your personal data, we only use third-party service providers in the EU or the U.S., bound to compliance with either the European Data Protection legislation (including the EU General Data Protection Regulation 2016/679 “GDPR”) or the EU – U.S. Privacy Shield.

Apart for contracted third-party service providers your information will not be shared with anyone else. Please note however, that we can provide access to your personal data in case of illegal or abusive use, or in case we receive orders from a competent legal authority.

What rights do you have to your information?

Our processing of your personal data is carried out in accordance with the European Data Protection legislation, which prevents us from making unlawful use of your personal data.

Once a year, you have the right to

- request a copy of the information that we hold about you
- have your personal data in a machine readable format

At any time you have the right to

- correct the data that we hold about you
- ask for the data we hold about you to be erased from our records
- ask for restriction of our use of your personal data
- object to certain types of processing, such as direct marketing

All this is provided to you free of charge. To exercise your rights, please contact us. If you have a complaint about how we use your personal data, you have the right to lodge a complaint with the supervisory authority (in Sweden; Datainspektionen).

Identity and Details of LäraNära

LäraNära is the responsible controller for the processing of your personal data as described in this Privacy Policy. If you wish to contact us regarding your personal data please use the following contact information:

LäraNära AB, company reg. no 556669-7404

Drottninggatan 11
252 21 Helsingborg
Sweden

Phone: +46 (0)708 48 95 94

E-mail: info@laranara.se