

Privacy Policy

Amplify AB is committed to respecting your privacy and protecting your personal data. Personal data is any information that can directly or indirectly identify you as an individual (for example name, address, or IP-number). This Privacy Policy describes how we handle and protect your personal data in connection with Amplify's business activities, like events and client services, and on websites, applications, and communications.

Data we collect

Amplify collects personal data in the course of its business activities, including in connection with some client services. We also collect personal data on certain areas of the websites when you register for events, newsletters, or other services and/or participate in public user posting areas (such as discussion forums and surveys). The personal data collected varies and may include information that you provide, such as your name, organization, and e-mail address.

We may also automatically collect information when you interact with our websites. The information we collect may include IP address, device identifier, web browser, and browsing information collected through cookies, and other similar technologies. We may also automatically collect information about how you use the websites, such as what you have searched for and viewed. The information automatically collected may be associated with a unique identifier as well as with any other personal data you have provided.

Amplify may also collect personal data about you from third parties, such as data brokers or aggregators, in the course of its business activities. This includes information that is publicly available online, including information you choose to make public through social media platforms and other public online forums.

Sensitive personal data

We only process sensitive personal data when we need to know about any allergies or diet preferences when you choose to attend our events or activities.

We will only disclose your sensitive personal data in an aggregated and anonymized way to third parties and only when necessary.

Use of data

Amplify uses your personal data to fulfill your requests for information, process your requests to participate in events, personalize content that you view or receive on the websites, evaluate and improve our services, distribute newsletters to you, analyze the performance of the sites, publish your comments, and accomplish other purposes you may initiate or request. In some situations, the collection of personal data may be required for the operation of the websites, or we may use it in the

course of our business activities, including in connection with providing client services. We may keep your personal data on file and use it to contact you.

Amplify will not intentionally disclose or transfer your personal data to third parties without your consent unless we are required to do so by law or legal process.

Legal basis

The processing of your personal data is based on:

- our interest in promoting and providing our services to clients and in building and maintaining our relationships with clients and other interested parties;
- your consent when providing data, for example when registering for events or newsletters, or requesting services;
- the demand to comply with the law when certain data is necessary to satisfy legal and regulatory obligations.

Data storage

In cases where it is necessary to perform our services, we may use external suppliers e.g. for marketing, CRM, collaboration, learning and project management. These suppliers may process and store personal data provided by you or the personal data collected through the digital channels or services we provide.

We will strive to limit such access and only share information that is necessary for the supplier to perform their work. We check that our suppliers can meet high standards and that they have adequate safeguards. We require that they protect your personal information in accordance with this policy and relevant legislation and refrain from using your personal data for any purpose other than giving us the agreed services.

Amplify retains personal data, as necessary, for the duration of the relevant business relationship. We may also retain personal data for longer than the duration of the business relationship should we need to retain it to protect ourselves against legal claims or use it for analysis or historical record-keeping.

Your rights

You have the right to request access to the personal data that we have collected about you for the purposes of reviewing, modifying, or requesting deletion of the data. You also have the right to request a copy of the personal data and to have any inaccuracies in that data corrected. You may also request that we restrict or cease processing your personal data.

If you would like to make a request, use the contact details below. In addition, and where granted by local law, you have the legal right to lodge a complaint with a competent data protection authority.

Consent and changes

By using our websites, you consent to the collection, use, and storage of your personal data by us in the manner described in this Privacy Policy and elsewhere on the websites. We reserve the right to make changes to this Privacy Policy from time to time. If we need to change the content of this policy, we will inform you about the update on our website or directly via email.

Contact us

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