

Akind Groups processing of your personal data

Website visitors

Purpose	Personal data	Legal ground	Time period
<p>Improve your website experience</p> <p>Monitoring of how you as a website visitor use our website, in order for us to be able to develop and improve our website and provide you with relevant marketing. This processing of data may result in certain profiling of you, with the purpose to provide you with relevant send outs and other marketing. The profiling is based on your user behaviour and will result in a scoring / categorizing of you as a website visitor. The consequence of the scoring is that it helps us outline our marketing towards you.</p>	<ul style="list-style-type: none"> User-generated data, such as clicks made on our website Technical data, such as equipment and IP address Information about your website behaviour Country Date 	Akind Groups legitimate interest	Up to 38 months

Event attendants

Purpose	Personal data	Legal ground	Time period
<p>Events</p> <p>Gathering of information about you before events that we arrange and that you chose to attend.</p>	<ul style="list-style-type: none"> Name Email address Telephone number 	Akind Groups legitimate interest	Until the event is finished and up to 3 months thereafter
<p>Events</p> <p>Gathering of information about you before events that we arrange and that you chose to attend.</p>	<p>When applicable:</p> <ul style="list-style-type: none"> Allergies 	Your consent	Until the event is finished and up to 3 months thereafter
<p>Events</p> <p>Storage and other usage of pictures from our events</p>	<ul style="list-style-type: none"> Pictures 	Akind Groups legitimate interest	Until the event is finished and up to 3 years thereafter

Individuals who contact us via email

Purpose	Personal data	Legal ground	Time period
Communication If you communicate with an Akind Group employee via email, your communication will be processed in our systems for us to be able to conduct the communication.	<ul style="list-style-type: none">Name and contact informationEmail content	Akind Groups legitimate interest	Until the purpose of the communication has been fulfilled.

Visitors at our office spaces

Purpose	Personal data	Legal ground	Time period
Camera surveillance We may conduct camera surveillance at our office spaces in the reception, with the purpose to prevent criminal acts such as break-ins. Information signs by the entrance of the office will inform you if camera surveillance takes place there.	<ul style="list-style-type: none">Livestreaming and/or recording of you when you enter the office / in the reception	Akind Groups legitimate interest	Until the purpose of the recording has been fulfilled.