



Brandon Privacy Policy

Latest update: 2026-02-24

1. Data Controller

Brandon AB, company registration number 556447-0390,
P.O. Box 2071, 433 02 Sävedalen, Sweden,
is the Data Controller for the processing of personal data described in this policy.

2. Categories of Personal Data

We process a limited amount of personal data, including:

- Name
- Company name and role (where applicable)
- Postal address
- E-mail address
- Telephone number
- IP address

We do not intentionally collect sensitive personal data.

3. Purposes and Legal Basis for Processing

a) To fulfil contracts

Including product delivery, invoicing, customer service, and handling warranty or product claims.

Legal basis: Article 6(1)(b) GDPR – Performance of a contract.

b) To comply with legal obligations

Including bookkeeping and accounting obligations under the Swedish Accounting Act and other applicable legislation.

Legal basis: Article 6(1)(c) GDPR – Legal obligation.

c) To maintain business relationships

Including communication with existing customers and representatives of corporate customers.

Legal basis: Article 6(1)(f) GDPR – Legitimate interest. Our legitimate interest is to maintain and develop business relationships.

4. Obligation to Provide Personal Data

Providing personal data is necessary to enter into and fulfil a contract with us. If required personal data is not provided, we may be unable to deliver products or services.

5. Storage and Retention

We process and store personal data within IT systems located in the EU/EEA and protected by appropriate technical and organisational security measures.

We retain personal data as follows:

- Accounting-related data: 7 years in accordance with the Swedish Accounting Act

Brandon AB

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- Customer and contract data: For the duration of the contractual relationship and thereafter as long as necessary to establish, exercise, or defend legal claims
 - Customer service matters: For as long as necessary to resolve the matter and any related legal obligations
- After the retention period expires, the data is deleted or anonymised.

6. Sharing of Personal Data

We may share personal data with:

- Logistics providers and freight forwarders
- Payment service providers
- IT service providers
- Government authorities when required by law

Such recipients process personal data either as independent data controllers or as data processors under appropriate agreements.

7. International Transfers

We do not transfer personal data outside the EU/EEA.

If such transfers were to occur, they would only take place subject to appropriate safeguards in accordance with GDPR, such as Standard Contractual Clauses approved by the European Commission.

8. Your Rights

Under GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your personal data (subject to legal limitations)
- Request restriction of processing
- Object to processing based on legitimate interest
- Receive your personal data in a structured, commonly used and machine-readable format (data portability)

You also have the right to lodge a complaint with the Swedish Authority for Privacy Protection (IMY) if you believe your personal data is being processed unlawfully.

9. Automated Decision-Making

We do not use personal data for automated decision-making or profiling that produces legal effects or similarly significant effects.

10. Contact Information

If you have questions regarding this Privacy Policy or our processing of personal data, please contact:

Brandon AB

Email: info@brandoncompany.com

Website: www.brandoncompany.com

You may also contact your regular contact person at Brandon.

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