



Privacy Policy for Clients

Effektiv Nu as the data controller is responsible for the processing of personal data collected when providing services and interacting with customers. We value your privacy and ensure that your personal data is processed in accordance with General Data Protection Regulation (GDPR) and other applicable data protection legislation.

1. Purpose of Processing

We process your personal data to manage and maintain customer relationships, fulfil contractual obligations, conduct marketing activities, and comply with legal requirements.

2. Legal Basis

The processing of your personal data is based on the following legal grounds:

Performance of a Contract: We process your personal data to fulfil our obligations under the contract with you, such as delivering services or managing billing.

Legitimate Interest: We process your data based on our legitimate interests, such as service improvement, customer support, and direct marketing to existing or potential customers. We always ensure that these interests do not override your rights and freedoms.

3. Categories of Personal Data

We process different types of personal data depending on the purpose. This includes:

Contact information: which encompass name, email address, postal address, and phone number.

Company information: which encompass company name and organisation number.

Payment information: which encompass bank account numbers.

Marketing and preferences: which encompass information about preferences and interests.

4. Retention Period

Your personal data is stored for as long as there is a legitimate business interest in retaining it, such as maintaining customer relationships or providing relevant offers. If you opt out or there is no interaction for three years, we reassess the need for retention and delete or anonymise the data if no longer necessary. In some cases, certain data may be retained longer to comply with legal obligations.



5. Recipients of Personal Data

Your personal data may be shared with relevant internal departments, such as marketing sales and finance, to ensure that we can provide our services in the best possible way. We may also share your data with trusted external service providers who support our operations, such as IT services, payment processors, and marketing partners. All recipients are contractually required to process your data securely and in compliance with applicable data protection laws.

6. No Transfer to Third Countries

As a general rule, we process your personal data within the EU/EEA and do not transfer it to third countries. If a transfer outside the EU/EEA becomes necessary, for example, when engaging a service provider in a third country, we ensure that it complies with applicable data protection laws. This includes implementing appropriate safeguards, such as the EU's standard contractual clauses (SCCs), to ensure that your data is handled securely and in line with GDPR.

7. Security Measures

We prioritise the security of your personal data and take extensive technical and organisational measures to protect it. This includes secure storage, strong authentication, controlled access, and protection of systems and devices through established security measures. We have procedures to ensure secure handling of information, including prevent unauthorised access and ensure data protection or data deletion when necessary. We continuously work to meet security requirements, adapt to current threats, and maintain a high level of security.

8. Your Rights

You have the right to request access to, rectification, or deletion of your personal data. You also have the right to request restriction or object to processing.

If you have questions about how your personal data is handled, you can contact info@effektivnu.se. You also have the right to file a complaint with the Swedish Authority for Privacy Protection (IMY) if you believe that the processing of your personal data does not comply with GDPR.

9. Changes and Updates

If we make any changes to this privacy policy, we will inform you via our website or by email before the changes take effect.

This privacy policy was last updated on: 2025-03-07.