

PRIVACY NOTICE FOR WEBSITE VISITORS

Vitrolife Sweden AB and its affiliates (“Vitrolife Group” or “us/we”) care about your privacy. Therefore, Vitrolife always strives to protect your personal data in the best possible way and to comply with all applicable laws and regulations for the protection of personal data.

In this privacy notice, Vitrolife wants to inform you as a website visitor and user of www.vitrolifegroup.com about how we process your personal data when you visit Vitrolife Group’s website.

1. Who is responsible for your personal data?

Vitrolife Sweden AB, Swedish company registration number 556546-6298, with address Box 9080, 400 92 Gothenburg, Sweden, telephone number +46 31 7218000, is responsible for the processing of your personal data (the controller).

If you have any questions or queries regarding Vitrolife Sweden AB’s processing of your personal data, you are welcome to contact our Data Protection Coordinator by sending an e-mail to dataprotection@vitrolife.com.

2. Information about the processing of your personal data

2.1. Type of personal data we are collecting about you

Vitrolife Group will obtain your personal data directly from you.

Examples of personal data about you that Vitrolife Group processes:

Please note that the below list is a list of examples only and is not intended as an exhaustive list. Vitrolife will not necessarily process all the data listed below about you, and some of the purposes for processing will overlap and there may be several purposes which justify our use of your personal data.

Personal identification data you directly provide: First Name, Last Name, Clinic/Company name, Work email address, Country/Region, IP address and information about your behaviour on our website, social media account where appropriate.

Data generated by your activity: Log information such as Internet protocol (IP) address, navigation behaviour through the website, device and software used, the time/date/duration of your visit, and other similar information and parameters related to your operating system and computer environment.

Vitrolife Group may also process personal data about you that is unstructured, for example, any personal data that you randomly share with us without Vitrolife Group requesting such data.

2.2. Purpose of the processing with the legal basis for the processing

The purpose of the data collection is 1) to communicate with you 2) to inform you about our Newsletter and Press release if you gave your consent 3) functionality, statistics, web traffic analysis by using cookies. <https://vitrolifegroup.com/en/site-services/cookie-policy>

The legal basis of our data collection is i) our legitimate interest to communicate with you ii) or your freely given, unambiguous consent to receive our Newsletter and/or Press releases.

Vitrolife Group would like to send you information about products and services of ours that we think you might like, as well as those of Vitrolife Group companies. We will only send you marketing material, if you have consented. Please be informed, that you may always opt/out at a later date or stop us from contacting you for marketing purposes or giving your data to other members of the Vitrolife Group.

2.3. Recipients or categories of recipients of the personal data and Transfer of personal data Who can gain access to your personal data?

As a starting point, only Vitrolife Sweden AB processes your data, as the website manager. We also share your personal data with relevant companies in our company group and in accordance to below.

In some cases Vitrolife Group also shares your personal data with our different service providers e.g. distribution of Press releases. Also, other suppliers Vitrolife Group contract may possibly gain access to all of the personal data Vitrolife Group processes about you, however, only to the extent necessary to fulfill the suppliers' obligations in relation to Vitrolife Group. The list of processors is set forth in Appendix 1.

Generally, Vitrolife Group only process your personal data within the EU/EEA. However, Vitrolife Group intends to transfer your personal data within Vitrolife Group. In the event that your personal data is transferred to a recipient in a third country or to an international organisation Vitrolife Group will take suitable and appropriate safeguards to protect the personal data being processed. We inform you that Vitrolife Group has implemented a Group Data Transfer Agreement that secures the international data transfers within Vitrolife Group, and that we will use the Standard Contractual Clauses together with additional safeguards as applicable issued by the European Commission for international data transfers.

Links to other websites

Our websites may contain links to other websites. We have no influence on the compliance or non-compliance of the operators of these sites with the data protection provisions.

We use social media button for LinkedIn on our website. The buttons only provide a link to our company representation page on the respective social media platform. Vitrolife Group does not have control or responsibility over any data which such social media provider may collect for own purposes upon clicking on a social media button.

2.4 For how long do we process and store your personal data?

If consent has been given to send you Newsletters or Press releases, we store personal data until such consent has been withdrawn by unsubscribing.

If the legal basis is our legitimate interest to communicate with you, we store your personal data no longer than it is necessary to fulfil the purpose, but for a maximum of two (2) years from the last interaction with you.

In general, we retain personal data as long as it is necessary to fulfil the purpose of the data processing. In some cases, we may be required to retain personal data for a longer period of time by law or for other necessary purposes. Whenever possible, we aim to anonymize the information or remove unnecessary identifiers from records that we may need to keep for periods beyond the specified retention period.

2.5 Is your data secure with us?

We are committed to protecting your personal data and ensuring that your choices are honoured. We have taken strong security measures to protect your personal data from loss, misuse, unauthorized access, disclosure, alteration, or destruction.

3. How can you affect our processing of your personal data?

Right to information	You can obtain further information on the personal data which we store and process about you by sending an e-mail to dataprotection@vitrolife.com stating this request.
Right to object	You may object to your personal data being processed. If you wish to object to your personal data being processed, please send an e-mail to dataprotection@vitrolife.com stating this request.
Right to rectification and restriction of processing	You may request that your personal data is rectified or restrict the processing of your personal data. If you wish to have your data rectified or restrict the processing, please send an e-mail to dataprotection@vitrolife.com stating this request.
Right to a copy of your personal data	You may be entitled to obtain a copy of your personal data in a structured, commonly used and machine-readable format by sending an e-mail to dataprotection@vitrolife.com stating this request. If technically feasible, you may request that the personal data is transmitted directly to another company or person acting as a data controller.
Right to make a complaint	If you have any complaints about our processing of your personal data, you may contact the Swedish Data Protection Agency (<i>Sw. Integritetsskyddsmyndigheten</i>).

4. Contact us

If you wish to exercise one of your rights, please send an email to: dataprotection@vitrolife.com or a letter to:

Vitrolife Sweden AB
Group Legal
Gustaf Werners Gata, 421 32 GÖTEBORG, Sweden

We kindly inform you that Vitrolife may not always be obliged to comply with a request of deletion, restriction, objection or data portability. Assessment may be made on a case by case basis of our legal obligations and the exception to such rights.

Please note that we may require proof of your identity and full details of your request before processing it. The data will only be used to verify your identity and will not be stored for longer than needed for this purpose.

We will reply without delay, in accordance with the applicable regulations.

Appendix 1 List of data processors

Name of the processor	Contact information	Purpose of the data processing
Cision	Privacy@cision.com	Sending press releases
Investis Digital	gdpr@investisdigital.com	Supplier of website solution