

Information about your personal information at SFM and SFM Service

Within the framework of InsureNet, the Swedish Insurance Brokers Association ("SFM") and its wholly owned subsidiary, SFM Service AB ("SFM Service"), process certain personal data. When referring to both SFM and SFM Service, "The Companies" is used.

Which personal data is processed?

The companies collect and process your name, email address and employer as well as additional information that may be provided by you in connection with communication with the companies regarding expressions of interest for the InsureNet event

Why do we process your personal data?

The companies process your personal data so that we can contact you due to your registration of interest, send information about the InsureNet event and other news related to InsureNet, and to handle any subsequent communication.

Where do we get the personal data from?

The personal data is collected directly from you via the web form when you register an interest in receiving more information about InsureNet, your possible participation in InsureNet on 23 November 2023 and in relation to further communication we may have with you.

How long is the data stored?

Your personal data will be stored and processed for the purposes stated above until you notify that you no longer wish to receive information from the Companies or until InsureNet has been completed. If your registration of interest led to communication about further questions, the data may be saved for a certain time and as long as the communication is relevant.

What right do the Companies have to process your personal data?

The processing of the personal data described above is based on a legitimate interests. The Company considers itself entitled to process your personal data because the processing is necessary for purposes relating to the Company's legitimate interests. The companies' legitimate interests in this case are to be able to communicate information about InsureNet to you who have shown an interest in such information. The companies have weighed their legitimate interests against the possible breach of privacy the processing could mean for you. The companies make the assessment that the risk of privacy violation is limited because you yourself have requested to have information sent to you. The personal data that is processed is also not of a privacy-sensitive nature. The personal data that is processed is also limited to what is needed to fulfill the purposes of the personal data processing. The companies therefore make the assessment that the companies have the right to process the personal data after a balance of interests.

Who is responsible for personal data?

SFM and SFM Service are responsible for the processing of your personal data. As the personal data controller, SFM and SFM Service determine the purposes and means for the processing and are otherwise responsible for the personal data being processed correctly.

Rights you may have according to the data protection regulation

If the Company processes personal data about you, you have the following rights:

Request register extract. There you can find out whether we process your personal data and, if so, what kind of data we process.

Request correction. If we have incorrect or incomplete personal data about you.

Right to erasure. Under certain circumstances, you can request deletion. For example, if we would have no reason or legal basis to process your personal data or if it would be illegal for us to continue processing the data. Processing may, however, be considered permissible if the Company must process data to fulfill certain legal obligations, such as managing and maintaining bookkeeping, handling documents for taxes and other things, or if the Company must perform something of public interest.

Right to restriction of processing. It may be relevant if it cannot be decided without an investigation whether the information is incorrect or not. The restriction may apply for a certain period when the matter is investigated.

Objections. You may have the right to object in certain cases if our processing of your personal data is based on a balancing of interests.

Data portability. This means that you can obtain information yourself that you should be able to pass on to others or if you wish for the Company to pass on information to another personal data controller. Data portability can apply to data that has consent or agreement as the basis for processing.

Contact with the Companies regarding personal data

If you have questions or wish to exercise any of your rights, please contact us. In order for us to be able to help you, for example with register extracts, you may need to identify yourself. At SFM, it is the managing director (CEO) who is internally responsible for ensuring that there are routines around data protection and that the rules on data protection are followed. The same applies to SFM Service. The contact details below are the same for the Companies.

Contact details

Email: info@sfm.se

Mail: Swedish Insurance Brokers Association, to: CEO, Apelbergsgatan 36, 111 37 Stockholm

Complaint

Contact us if you are not satisfied or if you have questions and we can find out if there is something we have misunderstood. If you are still not satisfied after an explanation from our side, complaints about how the Company processes your personal data can be sent to the Swedish Data Protection Authority (IMY). You can read more about how to submit a complaint to IMY at the following link: <https://www.imy.se/privatperson/utfora-arenden/lamna-ett-klagomal/>. You can contact IMY by telephone 08-657 61 00 or by e-mail imy@imy.se