

PRIVACY NOTICE

This privacy notice (the “**Notice**”) explains when and why we collect your information, how we use it, your rights in relation to your information, and the conditions under which we may disclose it to others.

1 About the D.A.Sweden Ekonomisk Förening, organization number: 769619-7560, doing business as Discover America Sweden

Discover America Sweden is a networking and membership organization of approximately 55 member companies all of whom support travel to the United States. The objective of Discover America Sweden is to promote travel to the United States from Sweden. You can find out more at www.discoveramerica.se

2 Contact Information

Should you have any questions regarding Discover America Sweden processing of your information, this Notice, or Discover America’s privacy practices, please send them by email to go2usa@telia.com or by writing to Discover America Sweden, c/o von Arbin, Styrmansgatan 25, 114 54 Stockholm, Sweden. Alternatively, you can reach us by telephone at +46 0708-304832.

3 Why does the Discover America collect your information and on which grounds?

Your information is protected by law. We are only allowed to use your information if we have proper grounds to do so, which also includes sharing your information with third parties. This means that we must have one or more of the following reasons for using your information for such usage to be lawful:

- a) You consent to our use of your information.
- b) Our use is necessary to fulfil a contract we have with you.
- c) Our use is necessary for our compliance with a legal obligation.
- d) Our use is necessary for our legitimate interests.

In any event, we are committed to ensuring that the information we collect, and use is appropriate for the relevant purpose, and does not constitute an invasion of your privacy.

What we use your information for	Our legal basis	Our legitimate interests
<ul style="list-style-type: none">● To provide you with a membership and manage our relationship with you as a member, organization representative, or friend of the chamber	<ul style="list-style-type: none">● Fulfilling contracts● Our legitimate interests● Your consent	<ul style="list-style-type: none">● Keeping records up to date● Contacting you to inform you about activities or other products or services that may be of interest to you● Seeking your consent when we need it to contact you
<ul style="list-style-type: none">● To invite you to our activities● To organize events● To invite you to events	<ul style="list-style-type: none">● Our legitimate interests● Your consent	<ul style="list-style-type: none">● Ensuring you have a good experience during our activities

<ul style="list-style-type: none"> • To provide Member-to-Member offers 	<ul style="list-style-type: none"> • Fulfilling contracts • Our legitimate interests 	<ul style="list-style-type: none"> • Member benefits • Promoting Members
<ul style="list-style-type: none"> • To make referrals 	<ul style="list-style-type: none"> • Fulfilling contracts • Our legitimate interests 	<ul style="list-style-type: none"> • Promoting Members • Facilitating member-to-member connections
<ul style="list-style-type: none"> • To provide news, information, & policy updates 	<ul style="list-style-type: none"> • Fulfilling contracts • Our legitimate interests 	<ul style="list-style-type: none"> • Keeping members updated regarding matters pertaining to our objective (see §1 above)
<ul style="list-style-type: none"> • To provide a Membership directory and online membership community 	<ul style="list-style-type: none"> • Fulfilling contracts • Our legitimate interests 	<ul style="list-style-type: none"> • Promoting members • Facilitating member-to-member connections

4 What information is Discover America Sweden collecting?

Discover America Sweden may collect information covered by the following categories of data:

- a. Name and contact data: first and last name, title, email address, postal address, visiting address, telephone number and other similar contact data.
- b. Food preferences: Information about, e.g. food allergies or similar, for the purpose of ensuring you are served appropriate food during our events.
- c. Professional expertise and industry.
- d. Level of membership.
- e. Events attended, invitations sent, guest lists, and pictures from programs.

5 How does Discover America Sweden collect your information?

Discover America Sweden obtains information about you, for example, when you or your organization apply for membership with Discover America Sweden, register for or take part in activities, talk to us on the telephone, use our website, contact us by email and/or letter, provide your business card, contact us about services or offerings, or participate in membership surveys.

We may also collect your information from your employer, if your employer is a member of or applies for membership with Discover America Sweden, and lists you as contact person, or if your, e.g. spouse, colleague or any acquaintance indicates you as his/her plus-one when registering for events.

We may also collect your information from partners, third party providers, and publicly accessible sources.

6 For how long does Discover America Sweden keep your information?

We will keep your information for (i) as long as you are a member of Discover America Sweden, (ii) as long as you are a contact person or representative for a company that is a member of Discover America Sweden, or (iii) as long as is set out in any applicable contract.

If you cease your membership or the applicable contract with you is terminated, we may keep your information for up to 10 years in order for Discover America Sweden to respond to any questions or complaints or to maintain records in accordance with applicable laws and regulations.

7 Who does Discover America share your information with?

We may share your information with the following organizations:

- a. Co-hosts of activities such as other Discover America Associations such as Discover America Denmark, Norway and Finland, members, and partners.
- b. Event planning companies.
- c. Organizations and individuals that we introduce you to.
- d. Organizations you ask us to share your information with.
- e. Service providers, such as financial services companies; event registration, invitation and news software providers; customer relationship management software providers; member directory software providers; and
- f. United States Embassy to provide relevant invitations and comply with security protocols for attending Embassy hosted programs and activities.

8. How can you access and control your information?

At any point while we are in possession of or processing your information, you have the following rights:

- a) You have the right to access and request a copy of your information kept and processed by Discover America Sweden.
- b) If you believe that any information relating to you is incorrect or incomplete, you may request the correction thereof. Discover America Sweden will promptly correct any such information.
- c) You have the right to request erasure of your information or restriction of processing concerning your information, under the conditions and within the limits set out in the General Data Protection Regulation (GDPR).
- d) You have the right to data portability, i.e. the right to request that the personal data you have provided to Discover America Sweden be returned to you or transferred to someone else in a structured, commonly used and machine-readable format. The latter right must be exercised in compliance with your confidentiality duties.
- e) You have the right to object to being subject to the legal effects of automated processing, including profiling, under the conditions and within the limitations set out in the GDPR.

You can exercise the above rights by contacting us using the details set out in section 2 above. Further, you have the right to register a complaint with a supervisory authority as outlined below.

9 Right to object to processing

You have the right to object to certain types of processing, such as direct marketing.

10 Get a copy of your information

If you would like to access and get a copy of your information that is held by Discover America Sweden, please contact us. Please find the contact information in paragraph number 2 above.

In the event that Discover America Sweden refuses your request under rights of access, you will be provided with a reason as to why. Further you have the right to register a complaint with a supervisory authority as outlined below.

11 How to withdraw your consent

If you have provided your consent and thereby given Discover America the right to process your information and wish to withdraw such consent, please send an email to go2usa@telia.com. Your withdrawal of consent does not, however, affect the lawfulness of Discover America processing based on your consent prior to your withdrawal.

If you withdraw your consent, we might not be able to provide our services, such as a membership, to you.

12 What happens if you choose not to provide Discover America with your information?

We may need to collect personal data by law, or pursuant to a contract Discover America Sweden has with you or your organization. If you choose not to provide Discover America Sweden with the information requested, it may delay or prevent us from meeting our contractual obligations or providing our services to you. If your provision of any information is optional, we will set this out when collecting your information.

13 How to register a complaint

Please let us know if you are unsatisfied with how we have used your information by contacting us. Please find the contact information in paragraph number 2 above.

In the event that you wish to make a complaint about how your information is being processed by Discover America Sweden or how your request has been handled, you have the right to file a complaint directly with the supervisory authority where you live or work, or in the place where you think an issue in relation to your information has arisen. You can file a complaint with the Data Inspection Board (Sw. *Datainspektionen*). Please see their website, <https://www.datainspektionen.se> for how to file your complaint.

14 Changes to this Notice

The terms of this Notice may change from time to time. We shall publish any material changes to this Notice through appropriate notices either on this website or by contacting you using other appropriate communication channels.

Last updated 23 May 2018