

## Privacy policy for Ascend Consulting

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### 1. Introduction

Ascend is strongly committed to protect your personal data. This privacy policy describes about who, why and how we process personal data. It applies to all personal data provided to us, both from individuals themselves or by others. “Ascend” (and “we”, “us” and “our”) refers to Ascend Consulting AB under registration number 556974-3320 and registration address at Box 5068, 102 42 Stockholm, Sweden. For questions regarding our personal data processing you are welcome to contact us at telephone number +46 (0) 8 791 95 00 or via email; [info@ascend.se](mailto:info@ascend.se).

Personal data is any information relating to an identified or identifiable living person. When “you” or “your” are used in this statement, we are referring to the relevant individual who is the subject of the personal data. Ascend processes personal data for numerous purposes, and the means of collection, lawful basis of processing, use, disclosure, and retention periods for each purpose may differ.

When collecting and using personal data, our policy is to be transparent about why and how we process personal data. To find out more about our specific processing activities, please go to the relevant sections of this statement.

### 2. About who do we process personal data?

We process personal data about the following categories of data subjects (private individuals):

- Candidates (Potential employees at Ascend)
- References (Individuals that acts as a reference for us or our employees)
- Prospects (Potential buyers of our services)
- Customers
- Related parties to our customers (Individuals that have a relationship with our customers such their employees, customers, suppliers)
- Employees (Ascend employees)
- Visitors to our website/social media
- Suppliers
- Subcontractors
- Alumni (Previous employees at Ascend)

### 3. Why do we process personal data?

We process personal data for various reasons. Listed below are examples of our personal data processing.

**Recruitment:** To be able to recruit personnel we need to process personal data such as identification data, contact data, professional data such as work experience and education as well as preferences such as interests. Personal data is primarily collected directly from the data subject but can in some cases be received from third parties.

*Data subjects within this personal data processing:*

- *Candidates*
- *References*

**Sales:** For us to be able to identify, process and monitor opportunities and needs of prospective clients we need to process personal data such as contact data, professional data and preferences. Personal data is collected both directly from the data subject as well as from third parties.

*Data subjects within this personal data processing:*

- *Prospects*
- *Customers*
- *References*

**Marketing:** In our work of market Ascend we process personal data such as contact data and ip-address. Personal data is collected both directly from the data subject as well as from third parties.

*Data subjects within this personal data processing:*

- *Prospects*
- *Customers*
- *Subcontractors*
- *Visitors to our website/social media*

**Consultation:** To be able to provide consulting services according to our customer agreements we may need to process personal data such as contact data, professional data, identification data, financial data etc. Personal data is processed is processed on behalf of our customers and personal data is received via our customer.

*Data subjects within this personal data processing:*

- *Customers*
- *Related parties to our customers*

**Employee administration:** For us to manage our employees (salary administration, pensions, insurance, learning and development etc.) we need to process personal

information such as identification data, contact data, preferences, health data, financial information. Personal data is solely collect directly from the data subject.

*Data subjects within this personal data processing:*

- Employees

**Purchasing:** When we do purchasing we need to process personal data such as contact data as well as financial information. Personal data is collected both directly from the data subject as well as from third parties.

*Data subjects within this personal data processing:*

- Suppliers
- Subcontractors

**Employee surveys:** To retain and keep our employees satisfied we conduct employee surveys which process personal data such as contact data and preferences. Personal data is collected directly from the data subject.

*Data subjects within this personal data processing:*

- Employees

**Company administration:** To fulfil legal obligations regarding running a company we may need to process personal data such as contact data, financial data and identification data.

*Data subjects within this personal data processing:*

- Employees

**Customer agreement:** To ensure that we have a binding legal document stating our terms of service we may need to process personal data such as identification data, professional data and contact data.

*Data subjects within this personal data processing:*

- Customers
- Related parties to our customers

**Invoicing:** For invoicing purposes we process personal data such as identification data, financial data and contact data.

*Data subjects within this personal data processing:*

- Customers
- Related parties to our customers

**Alumni:** We want to stay in touch with our alumni and may process personal data such as contact data in this work.

*Data subjects within this personal data processing:*

- Alumni

#### 4. Security

Ascend has implemented generally accepted standards of technology and operational security to protect personally identifiable information from loss, misuse, alteration or destruction. Only authorized Ascend personnel are provided access to personally identifiable information and these employees have agreed to maintain the confidentiality of this information.

#### 5. Use of data processors

For some of our processing activities we may use data processors to process our data according to our instructions. Examples where we could use data processors are:

- Accounting, invoicing and other types of financial administration
- Tools, tests and external support used during recruitment

Data is only shared with a data processor to carry out the purposes stated under each paragraph above. We have written agreements with our data processors to regulate the processing of our data including limitations for transferring data to third countries.

#### 6. Data retention

The personal data you submit to us will only be retained for as long as is required for the purposes for which it was collected.

#### 7. Your rights

As a person with personal data processed by Ascend you are entitled to certain rights:

- To request information whether we hold personal data about you and, if we do, to obtain information on and a copy of that personal data
- Request a digital (machine readable) copy of personal data that you have provided to us
- Have your personal data corrected if it is inaccurate or incomplete
- Under certain conditions object to the processing of your personal data
- Request that we delete your personal data, this only apply where we don't have other legal ground/obligation to keep your personal data
- Request that we only process your personal data in limited circumstances, including with your consent
- In cases where processing of your personal data is based on your consent, you have the right to withdraw your consent at any time by contacting us

- If you believe that we have violated your data privacy rights, we encourage you to contact us to seek resolution to the complaint. You also have the right to register a complaint directly with the supervisory authority, Datainspektionen

## 8. Updates to this policy

For our privacy policy to remain current we may need to update it from time to time. An updated policy will always be available at [www.ascend.se](http://www.ascend.se). In case of material changes to our policy the changes will be announced in good time before they take effect.