

## 1 Privacy Policy

Arctic Owl AB (559451-5123) Incorporated under the laws of Sweden operates in the EU, the UK, and the US. This privacy policy explains how our organization uses the personal data we collect from you when you use our website.

## 2 What data do we collect?

**Contact form data:** When you contact us via our website form, we collect: name, email address, phone number, company name, subject, and message.

**Website performance data:** We collect anonymous technical performance data about how our website loads and performs for visitors, including page load times, browser performance metrics, and general technical information about devices and network conditions. This data is collected without cookies and cannot be used to identify individual users.

## 3 How do we collect your data?

You directly provide Arctic Owl AB with the data we collect when you fill out and submit the contact form on our website.

Website performance data is automatically collected through Cloudflare's Real User Monitoring service when you visit our website. This collection uses cookieless technology and focuses solely on technical website performance metrics.

We do not use cookies or tracking technologies that identify individual users.

## 4 How will we use your data?

We collect your contact form data so that we can:

- ♦ Respond to your message or inquiry
- ♦ Follow up with you based on the nature of your request
- ♦ Improve our services and communication
- ♦ Conduct targeted, relevant internal marketing communications based on your message or area of interest

We use website performance data to:

- ♦ Monitor and improve website performance and user experience

- ♦ Identify and resolve technical issues
- ♦ Optimize website loading times and functionality

We will never:

- ♦ Sell your data to third parties
- ♦ Add you to unrelated or arbitrary marketing lists
- ♦ Share your data with external partners for their own marketing purposes

## 5 How do we store your data?

Your data is securely stored using trusted infrastructure and providers (including email services and Cloudflare). We retain form submission data for up to six (6) months after your request has been resolved. After this period, the data is deleted securely.

Website performance data is processed and stored by Cloudflare in accordance with their data retention policies and is used only in aggregated, anonymous form.

## 6 Marketing

We may send you follow-up emails or relevant marketing material if your inquiry indicates interest in our services. These communications are carefully tailored and infrequent. If at any point you prefer not to receive further communications, you can opt out by contacting us via the methods below. We do **not** share your data with partner companies for marketing purposes.

## 7 International data transfers

Our website is served via Cloudflare, Inc., a US-based content delivery and security provider. As part of its global network operations, Cloudflare may process website traffic data outside the EU/EEA.

Where personal data is transferred outside the European Union or European Economic Area, we ensure that appropriate safeguards are in place in accordance with applicable data protection laws. This includes the use of Standard Contractual Clauses (SCCs) and other legally recognized mechanisms to ensure adequate protection of your personal data.

All other data processing takes place within the EU or in jurisdictions recognized as providing adequate levels of data protection under the GDPR.

## 8 What are your data protection rights?

Under the GDPR and UK GDPR, you have the following rights:

- ♦ **The right to access:** Request copies of your personal data.
- ♦ **The right to rectification:** Request corrections to inaccurate or incomplete data.
- ♦ **The right to erasure:** Request deletion of your personal data under certain conditions.
- ♦ **The right to restrict processing:** Request that we limit the use of your data.
- ♦ **The right to object to processing:** Object to how we use your data.
- ♦ **The right to data portability:** Request transfer of your data to you or another organization.

To exercise any of these rights, contact us using the information below. We have one month to respond.

## 9 Cookies

We do not use cookies or any form of user tracking on our website. Our website performance monitoring is implemented using cookieless technology that collects only anonymous technical data.

## 10 Privacy policies of other websites

Our website may contain links to other websites. Our privacy policy applies only to our website. If you click a link to another site, you should read their privacy policy.

## 11 Changes to our privacy policy

We keep our privacy policy under regular review and post any updates on this page.

This privacy policy was last updated on 2025-07-24.

## 12 How to contact us

If you have any questions about our privacy policy, the data we hold on you, or wish to exercise your data protection rights:

Email us at: [privacy@arcticowl.se](mailto:privacy@arcticowl.se)

Or give us a call on: +46 70 564 15 74

## 13 How to contact the appropriate authority

If you feel your data protection concern was not addressed satisfactorily, you may contact your local data protection authority. In the EU, this may be the Swedish Authority for Privacy Protection (IMY) or the relevant authority in your country of residence.