



Privacy Policy

Grundbulten 144211 AB unä Happiness Business Sweden AB

1. Data protection

Safety comes first at Grundbulten 144211 AB unä Happiness Business Sweden AB (the Company). That is why we always handle your data with care.

- As you can see, you always leave your details via a secure website.
- Because the Company wants to guarantee your privacy as best as possible and at the same time provide you with the best possible service and uses Google Analytics for this purpose (see also more about this under 4. Cookies), your IP address data is anonymized. In this way, The Company can obtain the information that makes it possible to serve you better and your privacy is guaranteed as much as possible.

2. Which data is collected

2.1. Your data is stored and stored with us in a secure environment:

- The moment you sign up for a service or product. For the purpose of making a payment, creating an invoice and to give you access to the online environment if you have purchased an online service.
- When you indicate that you would like to receive free inspiration from Esther de Weert. So that you can actually receive that free inspiration from the Company.

At all times, as little information as possible will be requested from you and will only be aimed at sending you free inspiration or purchasing a service or product.

2.2. When you register for one of the Company's free services or products, you will receive free inspiration by email from the Company, as stated when registering. You can unsubscribe from this at any time via the link that you will find at the bottom of every email sent.

2.3. If you submit a question or leave a comment via one of the forms on the Company's website, your details will be sent to the Company. The personal information you need to enter is as little as possible and is asked to answer your question as best as possible or to provide you with the best possible service.

Your data will then only be used to answer your question.

2.4. In addition to the personal data that you provide to the Company, the Company may collect, record and process additional personal data about your use of our (free) services and/or websites.



We also collect information about the equipment you use, so that we can see which operating system and type of device you use to visit our website. We also collect data about the use of our website(s), such as the time you visit the Company's website and the topics you view. The aim of this is to enable the Company to serve its customers even better and provide an even better service and customer experience.

2.5. By visiting the Company's website, you also agree to cookies, as indicated. You can read more about this under 4. Cookies.

3. Personal data & third parties

The Company never sells your personal data to third parties. We do sometimes share your personal data within partnerships if it is necessary to provide the service you require. Consider our collaboration with Plug & Pay and Mollie, which makes ordering services/products possible online, via our website and/or a safe reliable order page. Our collaboration with Huddle to be able to make use of online products of the Company in a secure online environment and through an app on your mobile phone in an easy, reliable and safe manner. Or sending desired emails, for which we have a partnership with Mailblue. Participating in online training or coaching calls via Zoom and/or GoToWebinar. In all cases, these parties guarantee sufficient privacy protection and security, about which we have made contractual agreements, if necessary (by means of a processing agreement).

Even when third parties with whom the Company collaborates, such as Laura de Haan (web design), LUCA Stockholm AB and Fortnox (accounting), Scrive (secure electronic signing) and Vimexx (web hosting) could gain insight into personal data, your privacy is guaranteed and your data is protected by making contractual agreements (through of a processing agreement).

You can also read more about placing cookies below.

4. Cookies are placed when you visit the websites of the Company.

It helps us understand how you use our website and how we can improve your experience when visiting our website. The cookies are stored for 6 months, after which you will be asked to agree again. We also use cookies for targeted advertisements, so that our advertisements reach as many people as possible who are interested in them.

4.1. Below you can read which types of cookies are used:

A. Cookies- Analytics. We collect information via Phoenix and Google Analytics about visits to website pages: which pages are visited, on what date and time. We use this data to improve our website and make it more customer-friendly, to compile statistics that show when our website is most visited and to show what our visitors are most interested in (which pages are most visited). Your data will be retained for 26 months and at the end of the retention period your data will be automatically deleted. As indicated earlier in this Privacy Policy, we have ensured that your IP address is anonymized.

B. Cookies – Social media. Buttons and widgets from the following social media 'channels' have been placed on our website: Instagram, Facebook, LinkedIn and YouTube. So that you can share information from our website on social media as easily as possible. These buttons are pieces of code from the



social media itself and use a cookie. This cookie remembers that you are logged in and you do not have to log in again every time you want to share something.

C. Cookies – personalize advertisements. This website uses cookies from Facebook. Why do we use this? Because we really want to show our offer or valuable content via Facebook and Instagram to those for whom it is most interesting, relevant and valuable. The use of cookies helps us with this.

4.2. Don't want cookies? You are of course free to disable cookies in your browser. However, you must take into account that the website may not work optimally.

Below you will find information about not accepting cookies for the most commonly used browsers via various links:

InternetExplorer – Cookies, see:

<https://support.microsoft.com/nl-nl/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox – Cookies, see:

<https://support.mozilla.org/nl/kb/cookies-informatie-websites-computer-opslagen>

Google Chrome – Cookies, see:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=nl>

Safari – Cookies, see:

https://support.apple.com/kb/ph19214?locale=nl_NL

Opera – Cookies, see:

<http://help.opera.com/Linux/10.10/nl/cookies.html>

5. Limited responsibility

Your privacy comes first! The Company does its utmost to guarantee this as much as possible by means of the above. However, the Company can only accept limited responsibility for the way in which the collaborating parties process anonymous or personal data. Do you have further questions about this? Please contact the relevant party or organization.

6. Insight and processing of your personal data

You can always gain insight into your data and adjust it if desired. This can be done, for example, by clicking on the link regarding 'change data' that you will find at the bottom of each email. You can also always contact us via this contact form.

If you receive targeted information about our services and do not wish this, you can object to this via this contact form. We will then terminate the processing.

7. Do you have any questions?

Let us know via the contact form on our website. Click here to go to the Contact page.



8. Changes to Privacy Policy

The content of this Privacy Policy may be changed at any time without notice. Therefore, please consult this information regularly so that you always use our website while accepting the most current privacy rules.

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