



# Privacy Policy – Begravningsbyrå Momento Aktiebolag

## Briefly about our message

- This privacy policy applies when we, Begravningsbyrå Momento Aktiebolag, process your personal data in connection with your visiting our website, using or ordering our services and when you are in contact with us.
- Begravningsbyrå Momento Aktiebolag, reg.nr 556417-2210, Box 4036, 102 61 Stockholm is responsible for personal data unless otherwise stated. More information can be found [here](#).
- We process personal data that you share with us, that we observe about you and data that we collect from someone else. More information can be found [here](#).
- We process personal data that is necessary for us to be able to offer you and your company our products and services. If someone is planning a funeral for a relative of yours, you can appear in a family investigation. More information can be found [here](#).
- We only store your personal data for as long as is required for each processing. More information can be found [here](#).
- We may share your personal data with suppliers, partners and companies within the group in order to, for example, be able to deliver the service you request or to develop our services. More information can be found [here](#).
- In connection with us sharing your personal data as above, certain data may be transferred to third countries. More information can be found [here](#).
- As a registered user, you always have certain rights in relation to our processing of your personal data. You shall receive information, access, rectification, erasure, restriction of processing, right to object, data portability, automated decision-making, and complaints. More information can be found [here](#).
- When you have given your consent for us to process your personal data, you have the right to withdraw your consent. More information can be found [here](#).
- We protect your personal data. More information can be found [here](#).
- We use cookies, which you can read more about below and in our [Cookie text](#).
- The information in this privacy policy may be updated continuously. You will always find the latest version on this page.



- If you have any questions about how we handle your personal data, please contact our data protection officer at [dataskyddsbud@momentobyraerna.se](mailto:dataskyddsbud@momentobyraerna.se).

You will find complete information about the processing of your personal data under the headings below.

## Why do we have a privacy policy?

We protect your personal privacy. Through this message, we want to inform you about how we process your personal data and our use of so-called cookies.

Detta meddelande gäller för alla personuppgifter som samlas in i samband med att du:

This policy applies to all personal data collected in connection with you:

- Leave your contact details and other personal data via personal contact with us.
- Fill in your contact details digitally on one of our websites.
- Use any of our digital services, e.g. when applying for a job, reporting systems, etc.
- Visiting our websites.

## Who is responsible for your personal data?

Begravningsbyrå Momento Aktiebolag, org.nr 556475-6848, Box 4036, 102 61 Stockholm.

## Data Protection Officer

If you have questions regarding the handling of your personal data, please contact our Data Protection Officer at the following address:

Data Protection Officer  
Begravningsbyrå Momento Aktiebolag  
Mailing address: Box 4036, 102 61 Stockholm  
E-mail: [dataskyddsbud@momentobyraerna.se](mailto:dataskyddsbud@momentobyraerna.se)



# Collection of your personal data

## When you book an appointment or order and use our services

We offer you the opportunity to use our digital services, such as the Funeral Planner, via our websites. You can also make inquiries or book a personal meeting for funeral or headstone advice. Through our websites, we collect information about your name, information on how you can be contacted and information that is also necessary to deliver the product or service you request.

We process your personal data in order to fulfill the agreement between you and us or to take measures at your request before entering into an agreement. If we process personal data about someone other than the party to the contract in order to fulfill an assignment agreement, such as e.g. a death certificate with family investigation, we process the data with our legitimate interest in being able to provide the service we offer.

We save your personal data as long as necessary to fulfill the agreement with you and to fulfill legal requirements in, for example, the Accounting Act. We also save information that is necessary to protect us against legal claims, including complaints (three years) or claims for damages (ten years).

Our system providers manage and store your personal data on our behalf. We may provide your personal data to business partners if it is necessary to fulfill agreements with you. We can provide your contact details to tombstone suppliers, florists and/or catering companies and others you wish us to contact in order to plan your relative's funeral. If your data is disclosed when you are not a party to the agreement, we do so with our legitimate interest in fulfilling the agreement.

In addition to the information you provide to us yourself, we may also collect your personal data from someone else. The information we collect from others is as follows:

- 1) Address details from public records (SPAR) to make sure we have the correct address details for you.
- 2) Credit information from credit rating agencies, banks, or information companies.
- 3) Details of the estate's insurance policies when you want to make an insurance inventory.

## When you visit our website

We use cookies and similar technologies to make the website work, to analyze and



optimize our website and to send marketing communications. A cookie is a small text file that is saved in your browser and may contain IP address or information about your device that you surf with. We always ask for your consent before we store cookies that are not necessary in your browser. You can read more about cookies, change your preferences, and withdraw your consent [here](#). You can also read more about cookies on the Telecommunications Authority's [website](#).

We use cookies from third parties. As a result, your personal data may be processed in a country outside the European Union (EU) or the European Economic Area (EEA). Read more about the transfer of personal data below.

## When we send an offer to you

When you have contacted us to take part in our services, we save your contact information and information about which service you were previously in contact with us about. We use the information to reach out to you with current offers and to reach out to you with services that you may be interested in. When we have not asked for your consent to send offers to us, the mailing is done in our legitimate interest to market our services to existing customers.

You can withdraw your consent at any time or contact us and we will unregister you for future mailings. Read more about how to withdraw your consent below. You can unsubscribe using the unsubscribe link in our mailings.

Our system providers manage and store your personal data so that we can make mailings to you.

## We can send you customer surveys

We want to increase our customer satisfaction and therefore we can send customer surveys to you who are our customers. We have a legitimate interest in developing our business to increase customer satisfaction. Our system provider handles and stores your personal data so that we can receive and handle your review. We delete the information after two years from receiving it.

## You can report in our whistleblower function

We have a reporting system in order to be able to receive information from you about misconduct in our operations and to follow up on these cases.

We process the information you report, which may be information about misconduct including criminal suspicion and/or sensitive personal data.

If you choose to be anonymous, we ensure your anonymity through both technical and organizational measures. If you choose not to be anonymous, our system provider processes your personal data to be able to make an initial assessment of



how the case should be taken further. All information reported that is not relevant will be deleted by the supplier. Read more [here](#).

When a reported case has had to be followed up, the personal data in the case is deleted no later than two years after the end of the case.

## When you apply for a job with us

When you apply for vacant positions or send a request for employment with us, we process your personal data for our legitimate interest in collecting applications and being able to fill vacant positions.

## Transfer of personal data

We process most of your personal data within the EU/EEA. In some situations, personal data is shared with recipients in countries outside the EU/EEA because some of our suppliers are based outside the EU. In such cases, we ensure that during the transfer there is an [adequate level of protection](#) for the personal data or that appropriate safeguards have been taken in accordance with current legislation. Appropriate safeguards include, among other things, the use of the European Commission's [standard clauses](#) when entering into agreements between us and recipients outside the EU/EEA. We also assess whether there is legislation in recipient countries that affects the protection of your personal data and, when required, we take supplementary measures so that the protection of your data remains essentially equivalent when it is transferred to a country outside the EU/EEA. For more information about our transfers and protection measures when transferring personal data to recipients outside the EU/EEA, you can contact our data protection officer at [dataskyddsbud@fonus.se](mailto:dataskyddsbud@fonus.se).

## Your rights

You have a number of rights according to the data protection regulation. As a controller, we are responsible for having procedures in place to handle your request to exercise your rights. Your rights are as follows:

- **Right to be informed** - You have the right to receive information about how we process your personal data. We inform you through this policy and by responding to questions from you. You will find more about the right to information on the Swedish Authority of Privacy Protection's [website](#).
- **Right of access** - You have the right to access your personal data. You will find more information about the right of access on the Swedish Authority of Privacy Protection's



[website](#).

- **Right to rectification** – You have the right to have incorrect personal data corrected and the right to have incomplete data supplemented. You will find more information about the right to correction on the Swedish Authority of Privacy Protection's [website](#).
- **Right to erasure** - As a registered user, you have the right to have your personal data deleted by us to a certain extent. For more information about the right to erasure, visit the Swedish Authority of Privacy Protection's [website](#).
- **Right to restriction of processing** – You have the right to demand that the processing be restricted if the data is processed incorrectly, e.g. not correct, if the processing is illegal, if the data is no longer needed for the purposes but you need it to be able to establish, enforce or defend legal claims. The right also applies pending an assessment of whether the alleged error exists. You can find more information about the right to erasure on the Swedish Authority of Privacy Protection's [website](#).
- **Right to object** - For personal reasons, you have the right to object to processing based on public interest, exercise of authority or legitimate interest. In such a situation, the processing ceases unless there are compelling legitimate reasons that outweigh your interests or if the purpose of the processing is to establish, exercise or defend legal claims. Processing that takes place for direct marketing ends if you object to such processing. You will find more information about the right to object on the Swedish Authority of Privacy Protection's [website](#).
- **Right to data portability** – In some cases, you have the right to obtain information that you have provided to us and to have the information transferred to another personal data controller. The right applies when we process personal data automatically and with the support of your consent or on the basis of an agreement. You will find more information about the right to data portability on Swedish Authority of Privacy Protection's [website](#).
- **Automated decision-making** – As a registered user, you have the right not to be subject to automated decision-making that has legal consequences or similarly affects you to a significant degree. The right does not exist if it is necessary for the performance of a contract, permitted by Union law or national law applicable to us or is based on your consent. You will find more information about your rights in the event of automated decision-making on the Swedish Authority of Privacy Protection's [website](#).
- **Right to file a complaint** - You have the right to file a complaint with a supervisory authority if you believe that the processing is in violation of the regulation. The current supervisory authority for our processing of your personal data is the [Swedish Authority of Privacy Protection](#).

Contact our data protection officer at [dataskyddsbud@momentobyraerna.se](mailto:dataskyddsbud@momentobyraerna.se) if you want to assert your rights or if you discover that the processing of your personal data infringes the data protection regulation.



## Withdraw your consent

When the processing of your personal data is based on your consent, you have the right to withdraw consent. You can withdraw your consent by contacting [dataskyddsbud@momentobyraerna.se](mailto:dataskyddsbud@momentobyraerna.se). We will then stop processing the personal data processed on the basis of your consent.

When your personal data is used for marketing communications, you always have the right to object to the processing. You can unsubscribe by clicking on the unsubscribe link in the mailing. Please note that when you object to direct marketing from us, we will save your personal data on our "block list" to accommodate your request not to receive any more marketing mailings from us.

## Security

We protect your personal data through technical and organizational security measures. We have a process for resolving security-related complaints as well as a designated person to address security breaches, written procedures for granting and deactivating permissions, and a password policy. In addition, personnel are also trained in IT security. Furthermore, businesses have implemented certain security mechanisms such as the use of encryption technology, two-factor authentication, security applications, firewalls, backups, etc. Security measures for each processing are documented in our record list.

## Data erasure

We do not save personal data for longer than is necessary with regard to the purpose of the processing in accordance with its guideline for archiving and data erasure. By having data erasure routines for each treatment, we ensure the structured data erasure work. All data erasure routines are documented in our index list. You can also read more about how long we save your personal data in different situations below.

## Change of privacy policy

We reserve the right to change our privacy policy. You can view the versioning and date status of this Privacy Policy at the end of this document.

## Links to other websites

Please note that links that may exist on this website to other external websites may



cause you to visit other websites that have different privacy policies than those stated here.

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