

# Privacy Policy

Effective date: January 20, 2016.

This Privacy Policy describes how MyFeeds AB treat information collected or provided in connection with the use of the application Pickador and/or our services connected hereto. By using the product, you agree to the processing of your personal data, including for marketing purposes, as described herein.

## 1. Which information we collect

When you register for an account with Pickador you will be required to provide MyFeeds AB with certain information, which without limitation may include your username and password, e-mail address, first name, and last name.

If you connect to the application using authentication information from a third party application (for example Facebook, Twitter or Instagram) you authorize My Feeds AB to collect your authentication information, such as your username and encrypted access credentials, as well as other information available on or through your third party application account, for example, your name, photos of you, your country/town, date of birth, gender, profile photos, contact list, etc.

In addition to the above, MyFeeds AB may collect certain information when you are using the application, either automatically or as provided by you from time to time, for instance your geographical location, your interests and personal preferences (*i.e.* what you are and are not interested in).

## 2. Purpose and use of the collected information

MyFeeds AB will process your personal data for the purpose of providing you the functionality of the application [Pickador] and our services connected thereto, including but not limited to; (i) creating and maintaining your account; (ii) providing the functionality of the application and optimizing your user experience; (iii) conducting research and development in order to improve the application; (iii) providing you with information that relates to the application or your use thereof; and (iv) establishing a customer profile for you, or updating your current customer profile (as the case may be), in order to provide you with relevant content. We may also use your personal data to present you with special offers, products and services from us or from our third party collaborators, and/or for the purpose of letting such third party collaborators provide you with offers about their products and services.

We may use and disclose your information to the following recipients; (i) to other companies directly owned or owning MyFeeds AB; (ii) third parties assisting MyFeeds AB with providing you the application Pickador and our services connected thereto in accordance with the above; (iii) our third party collaborators to provide your with information about special offers, products and services in accordance with the above;

and (iv) to any party who MyFeeds AB are obliged to disclose certain information to satisfy any applicable law, regulation, legal process or governmental request.

### **3. Security**

MyFeeds AB has implemented commercially reasonable technical and organizational measures designed to secure each user's personal information from accidental loss and from unauthorized access, use, alteration or disclosure in accordance with the requirements of applicable legislation. However, MyFeeds AB cannot guarantee that unauthorized third parties will never be able to defeat those measures or use any user's personal information for improper purposes. Each user understands and acknowledges that they provide their personal information at their own risk and that passwords and usernames must be kept safe and secret in order to fully protect your interests.

### **4. Your rights**

MyFeeds AB, company registration number [559030-9885], with registered address at Holtermansgatan 1 D, 412 92, Göteborg, Västra Götalands län, is the data controller in respect of your personal data. As such, we are responsible for treating your personal data in accordance with applicable data protection legislation. You are entitled to, once per year and without charge, after a signed request to the address stated above, receive information about what personal data about you that we are processing, as well as information on the extent and purpose of such processing. We are also obliged to, at your request, correct any personal data about you that is incorrect, incomplete or misleading. If you believe that any information we are holding on you is incorrect or incomplete, please email us at [contact@pickadorapp.com](mailto:contact@pickadorapp.com) and we will promptly correct any information found to be incorrect.

You may, at any time, restrict our use of your personal data for direct marketing purposes by writing to us or sending an e-mail to us at: [contact@pickadorapp.com](mailto:contact@pickadorapp.com).

Your personal data will be kept until you request that it is deleted, or for as long as is permitted and/or required by applicable law, and will thereafter be deleted.

### **5. International data transfers**

MyFeeds AB will collect and process your personal information in accordance with applicable privacy laws. MyFeeds AB may however share your information with third parties, out of which some may be located in countries outside the European Economic Area. You should be aware that the privacy laws in such countries may not be equivalent to the EU privacy laws, and by accepting this Privacy Policy you consent to your personal information being transferred to and processed in countries outside the European Economic Area.

If we transfer your personal data to a country located outside the European Economic Area we will take actions to ensure that your personal data remain protected. Such

transfer will further only take place if the third party, by having an agreement with us, has accepted to only treat the personal data for the purposes for which they were originally collected and has ensured that the personal data will be protected.

## **6. Third parties**

Our application may contain links to, or content from, third party websites, applications and services. This Privacy Policy does not apply to information that you may provide to, or that may be collected by, such third party.

## **7. Changes**

We reserve the right to amend this Privacy Policy from time to time. The date of the latest amendments are shown above. We will also inform you of such changes in an e-mail sent to the address associated with your account and/or through the application the next time you login. By continuing to use the application, you will be deemed to have accepted such amendments. Should we amend this Privacy Policy in a way that would involve material changes as to how we use or disclose your personal data you may however be required to provide your affirmative consent in order to be able to continue using the application.