

Data Privacy Declaration for AS Einar Kunsts ETF.

AS EINAR KUNSTS ETF (in short **aseke**) is responsible for the processing of personal data as described in this privacy policy. In this privacy policy “we” (**aseke**) will explain what kind of personal data we store and how we process it. This privacy policy applies to: www.aseke.no | **aseke**'s ERP-system

When using the terms “we”, “our”, “us” in this policy –we are referring to the company AS Einar Kunsts ETF also referred to as aseke.

Personal data which we collect and process

We process the following categories of personal data:

- **Basic information:** Name, date of birth.
- **Contact information:** Address, telephone number, email address.
- **Account and profile information:** Settings, preferences.
- **Payment information:** Transaction information, means of payment.
- **Customer history and customer engagement:** Order and delivery information, discount codes, loyalty program information, active products, and agreements as well as products and services you have had in the past, how much and how often they are used, and status of products/services.
- **Customer activity:** Reading and purchasing history from websites, our ERP-software, and other electronic communications that we may send out. As well as technical information about the devices you use.
- **Cookies:** see our information about cookies here - <https://www.aseke.no/personvern-bruk-av-cookies>

The personal information is collected directly from you through information you provide to us related to your use of our services and products. When we collect personal data from other sources, we collect personal data for the following purposes (from the following sources):

- **Address-renewal (Customer's website, The Brønnøysund Register Centre)**
- **Credit Assessment (Proff.no, Bisnode)**
- **Caller ID-services (1881.no, Telenor)**

How we use the personal data collected

Delivery of products/services and conclusion of agreement

We use your personal data to fulfill our agreements with you, i.e., when you have ordered a product or service from us. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill an agreement with you.

Administration of the customer relationship

We use your personal data to manage our customer relationship with you. This could be, for example, customer service, complaint handling and error correction regarding your customer relationship. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill an agreement with you.

Analysis, Business Development and Improvement of services

We work continuously to develop and improve our services and products. Much of this work involves analyzing various forms of personal data, such as customer activity, customer history and account and profile information. The legal basis for processing personal data for this purpose is our legitimate interest.

Customized Customer Experience

We customize the user experience and the communication for your customer relationship, and we use personal data for this purpose. The legal basis for processing personal data for this purpose is our legitimate interest.

Sales and Marketing

We use personal data in connection with the sale and marketing of our products and services, for example when you receive e-mails from us. The legal basis for processing personal data for this purpose is our legitimate interest. You have the option of opting out of parts of this processing by, for example, opting out of receiving emails from us. In addition to this, we may also ask you for consent to use your personal data for so-called profiling, where we derive interests and needs based on your personal data. The purpose of profiling is to make our marketing more relevant.

System surveillance, Error-correction

We monitor our systems for errors and problems. Part of these processes involves the storage and processing of personal data. The legal basis for processing personal data for this purpose is our legitimate interest.

Security, Detection of fraud and Criminal acts

We process personal data in our work to protect our users and ourselves against fraudulent activity, misuse, and criminal acts. The legal basis for processing personal data for this purpose is our legitimate interest.

Compliance with legal obligations

In some cases, we are required to process personal data for reasons of other legal obligations. An example of this is information related to sales, which we are obliged to account for and store in accordance with the Bookkeeping Act. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill a legal obligation incumbent on us.

Your Rights

If you wish to exercise any of your rights, contact us via email: post@aseke.no.

Right to access your own information

You can request a copy of all information we process about you. Contact us at the email address above to exercise your right of access.

The right for correction of personal data

You have the right to ask us to correct or supplement information that is incorrect or misleading.

The right to delete personal data

You have the right to have your personal data deleted without undue delay. You can therefore ask us to delete information about yourself at any time. But please note that information that we are required to keep due to other legal obligations (such as the Bookkeeping Act) will not be deleted.

Limitation of processing of personal data

In some situations, you can also ask us to limit the processing of information about you. You do this by managing consents or reservations in our solutions.

Protest against a processing of personal data

If we process information about you based on our tasks or on the basis of a balancing of interests, you have the right to object to our processing of information about you. You do this by managing consents or reservations in our solutions.

Data portability

You have the right to receive your personal data in a structured, commonly used, and machine-readable format. Contact the email address above to have your personal data disclosed.

You can complain about our processing of personal data

We hope you will speak up if you think we are not complying with the rules in the Personal Data Act. Please let us know first through the contact or channel you have already established with us. You can also complain about our processing of personal data. You may do this to the Norwegian Data Protection Authority.