

AKIND PROCESSING OF YOUR PERSONAL DATA

Client and potential clients

Purpose	Personal data	Legal ground	Time period
Surveys, Market Research & Commercial Outreach Regular distribution of market research surveys and collection of industry feedback to conduct market intelligence, create benchmark reports, and support internal business and product development. Additionally, we process your contact details in a B2B context to reach out to you regarding relevant industry insights, survey follow-ups, and tailored commercial solutions related to the survey themes.	• Name • Professional email address • Professional phone number • Job title • Employer / Company details • LinkedIn profile link (where applicable) • Survey responses	Akind Legitimate interest	During the time we have ongoing dialogue with you and up to 12 months thereafter.

Event attendants

Purpose	Personal data	Legal ground	Time period
Events Gathering of information about you before events that we arrange and that you chose to attend.	• Name • Email address • Telephone number	Akind Legitimate interest	Until the event is finished and up to 3 months thereafter
Events Gathering of information about you before events that we arrange and that you chose to attend.	When applicable: • Allergies	Your consent	Until the event is finished and up to 3 months thereafter
Events Storage and other usage of pictures from our events	• Pictures	Your consent	Until the event is finished and up to 3 months thereafter

Individuals who contact us via email

Purpose	Personal data	Legal ground	Time period
Communication If you communicate with an Akind Group employee via email, your communication will be processed in our systems for us to be able to conduct the communication.	- Name - Email address - Telephone number	Akind Legitimate interest	Until the purpose of the recording has been fulfilled.

Key Management Personnel and their close family members

Purpose	Personal data	Legal ground	Time period
Related Party Transactions To be able to determine if a related party transaction is present and ensure continuous compliance with legal obligations regarding corporate governance and financial integrity. <i>Applicable only to Key Management Personnel within the Akind Group and their close family members.</i>	- First name, - Last name, - Organization number, - Role/nature of engagement	Legal obligation	For as long as the data subjects are Key Management Personnel or as long as they are close family members to Key Management Personnel.

Visitors at our office spaces

Purpose	Personal data	Legal ground	Time period
Camera surveillance We may conduct camera surveillance at our office spaces in the reception, with the purpose to prevent criminal acts such as break-ins. Information signs by the entrance of the office will inform you if camera surveillance takes place there.	Livestreaming and/or recording of you when you enter the office/in the reception	Akind Legitimate interest	Until the purpose of the recording has been fulfilled – up to 72h.

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