

Privacy Policy for Binosight AB

1. Introduction

Binosight AB ("Binosight", "we", "us") values the protection of your personal privacy. This Privacy Policy describes how we collect, use, and protect personal data in connection with the use of our services.

This policy applies to you as a user of our service, a respondent in a survey, a customer, business partner, or supplier.

2. Data Controller

Binosight AB, company registration number 559113-8143, is the data controller for the processing of personal data under this policy.

3. What is Personal Data and Processing?

Personal data is any information that can directly or indirectly be linked to an identifiable living individual. Processing refers to any operation performed on personal data, such as collection, storage, analysis, or deletion.

4. Our Principles

We process personal data in accordance with the following principles:

- Lawfulness and transparency
- Purpose limitation
- Data minimization and storage limitation
- Accuracy
- Integrity and confidentiality

5. What Personal Data Do We Process?

We only process personal data that is necessary for our purposes.

Examples of personal data include:

- Name
- Email address

- Phone number (in some cases)
- Role in a project
- Survey data (in some cases)

6. Why Do We Process Personal Data?

We process personal data in order to:

- Provide and administer our services
- Conduct surveys
- Generate reports
- Communicate with users and respondents
- Develop and improve our services
- Manage customer and business relationships

7. Anonymity, Aggregation, and Limitations

We strive to protect respondents' privacy by presenting survey results on an aggregated level, unless otherwise specified at the time of data collection.

However, in smaller groups (fewer than 3–5 individuals), there may be a risk that individual responses can be indirectly identified.

In exceptional cases, results may be based on a single respondent's answers and therefore cannot be considered anonymous. This may occur, for example, when tenants or users are represented by a single individual in a PQi survey.

Results should therefore be used as a basis for analysis and improvement at a group level, and not for identifying individual responses.

8. Legal Basis

We process personal data based on legitimate interest, for example to provide the service and develop our products.

9. Who Has Access to the Data?

Only individuals and parties who need access to the data for the stated purposes have access to it.

We do not sell personal data to any third party.

10. Retention and Deletion

Personal data is retained only for as long as necessary.

When the purpose of the processing no longer applies, the data is anonymized or deleted. Once anonymized, the data can no longer be linked to an individual.

11. Transfers to Third Parties

We use only subcontractors within the EU/EEA for hosting and data storage.

However, if a user chooses to use AI for the analysis of survey results, an exception applies. For more information on how data is handled in connection with AI analysis, see [Handling of data in the PQi service related to AI analysis](#).

For a list of Binosight's subcontractors that process personal data, follow this [link](#) and download the document "Underleverantörer molntjänst" (Subcontractors Cloud Service). The document contains information both in English and Swedish.

12. Your Rights

In relation to your personal data, you have the right to:

- Request access to your data
- Request correction
- Request deletion
- Request restriction of processing
- Object to processing

You can contact us to exercise your rights.

If you believe that we have processed your personal data incorrectly, you also have the right to lodge a complaint with the Swedish Authority for Privacy Protection via:

<https://www.imy.se/privatperson/utfora-arenden/filtersida/>

13. Contact

For questions, please contact: contact@binosight.com

14. Updates

This policy may be updated.

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