

Privacy Policy

We are committed to ensuring a high level of data protection that safeguards your privacy when processing your personal data. This privacy policy therefore explains how your personal data is processed and protected, your rights and how you can exercise them. We strive to ensure that you feel confident in our processing of your personal data. If you have any questions, you are welcome to contact us. Our contact details can be found at the bottom of this page.

Who is responsible for the personal data we collect?

Skid-VM i Falun 2027 AB, reg. no. 559445-5734, c/o Svenska Skidförbundet Riksskidstadion, 791 19 Falun, is the data controller for the personal data that we collect in connection with purchases and other contact with us. The terms "we, our, and us" refer to Skid-VM i Falun 2027 AB.

Where is your personal data stored?

We strive to ensure that your personal data is processed within the EU and EEA to the greatest extent possible. However, it may also be transferred to and processed in a country outside the EU/EEA. Such transfers are carried out only to countries that provide an adequate level of protection and in accordance with applicable legislation. If a transfer takes place to a partner providing a service in the United States, the EU Commission's adequacy decision applies to those third parties that have joined the EU-U.S. Data Privacy Framework. For other third parties, we enter into the EU Commission's standard contractual clauses, which you can find here <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0914>.

What type of personal data do we collect?

We collect personal data that you provide to us when you place orders on our website, subscribe to our newsletter, purchase tickets to our events, or participate in any competitions. The personal data you provide may include, for example, contact details, date of birth, and payment information. We may also collect certain personal data from external partners, such as address details from public records and information about creditworthiness from credit rating agencies, banks, or credit reference companies.

How do we use your personal data?

We may use your personal data for the following purposes:

- To administer and process ticket purchases
- To conduct marketing and send newsletters, for example, to inform you about events, products, or services that may be relevant to you
- To handle correspondence regarding inquiries, ticket purchases, events, and other information
- To analyze visitor patterns to develop the website and its content
- To announce winners in competitions that we organize
- To distribute voluntary surveys aimed at improving our services and offers
- To prevent misuse or other inappropriate use of our website

We retain your data for as long as it is required to fulfil the above purposes or for as long as we are legally obliged to do so. After this period, your personal data will be deleted.

What is the legal basis?

Performance of a contract

We process your personal data when it is necessary to fulfil our contract with you. For example:

- To administer and process ticket purchases
- To handle correspondence regarding inquiries and information related to the contract
- To announce winners in competitions in which you have participated

Legitimate interest

We may also process your personal data based on our legitimate interest in operating and developing our business, improving our services, communicating relevant information to you and ensuring safe and secure use of our website.

You may object to such processing at any time by contacting us using the contact details provided at the bottom of this page.

This includes:

- To conduct marketing, including distribution of newsletters and offers
- To analyze visitor patterns and develop the website
- To distribute voluntary surveys aimed at improving our services and offers
- To prevent misuse or other inappropriate use of the website
- To handle correspondence regarding inquiries and information not directly related to any contract with you
- To announce winners in competitions conducted on our own initiative

When we process your data on the basis of our legitimate interest, it is retained only for as long as necessary to fulfil the relevant purpose and not longer than you can reasonably expect.

What are your rights?

The General Data Protection Regulation (GDPR) grants you several rights regarding your personal data. If you wish to exercise any of these rights, you are welcome to contact us using the details at the bottom of this page.

In brief, you have the right at any time to object to or request information about how we process your personal data. If your personal data is incorrect, incomplete, or irrelevant, you have the right to request that it be corrected or deleted. However, we cannot delete personal data when there is a legal obligation to retain it, for example, under accounting regulations, or when there are other legitimate reasons for keeping the personal data, such as unpaid invoices.

You can unsubscribe from our newsletter at any time.

Contact us if you are dissatisfied with how we process your personal data by using the contact details provided at the bottom of this page, and we will try to resolve your issue together. You also have the right to lodge a complaint with the Swedish Authority for Privacy Protection (www.imy.se/en/).

Who may we share your personal data with?

To provide the services mentioned above and fulfil our commitments to you as a customer, we share your personal data with companies that act as data processors on our behalf. Data processors handle

the personal data according to our instructions and assist us with IT services, payment services, delivery and marketing. This is done solely for the purposes for which the personal data was collected and only with companies that can provide adequate guarantees regarding the security and confidentiality of personal data.

How do we protect your personal data?

To ensure that your personal data sent to our website cannot be accessed by unauthorised parties, all such information is encrypted and transmitted via a secure connection.

Cookies

A cookie is a small text file that a website stores on a visitor's computer. Cookies are used on many websites to give a visitor access to various functions. The information contained in a cookie can also be used to track a user's browsing activity on websites that use the same cookie.

Do I have to allow cookies?

No. This website uses cookies to track visitor behavior, for example through Google Analytics. However, you can still browse the pages on our website without any limitations in functionality even if you choose not to allow cookies. If you wish to visit the website without any cookies being stored on your computer after closing your browser, you can visit the website in private mode. This mode is named differently depending on your browser: "Incognito Window" (Chrome), "Private Window" (Firefox), or "InPrivate Window" (Microsoft Edge). All cookies set during your visit in private mode are deleted from your computer when you close your browser.

How do we use cookies?

We use cookies for statistical purposes, for example to see which pages the same visitor views, so that we can adapt the design and functionality of the website to our visitors' behavior.

Third-party cookies

We use Google Analytics, Google Tag Manager, and YouTube, which also set cookies. These cookies help us understand how visitors use our website.

These cookies do not contain any personally identifying information about you as a visitor.

Data controller

Skid-VM i Falun 2027 AB
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This privacy policy was last updated: 28/10 2025.