

PRIVACY POLICY

Plant Based Revolution AB (hereinafter “we”, “us”, the “company”) is the data controller for the processing of personal data through the company’s digital channels such as the website, mobile app and/or other future digital interfaces. This privacy policy (hereinafter the “**Privacy Policy**”) is providing you information on how we handle your personal data. We urge you to read this Privacy Policy carefully and if you have any remaining questions do not hesitate to contact us. Our contact information is found in the end of this Privacy Policy under section 11.

1. Processing of Personal Data

Personal data means every type of information which is directly or indirectly related to a natural, living person (hereinafter referred to as “**Personal Data**”). We must collect Personal Data in order for the services that we provide through the app or via the website (hereinafter referred to as the “**Services**”) to operate and be meaningful for you as a user. We collect and process the following Personal Data regarding you:

1.1 Via the App

Purpose	Processing	Lawful basis	Storage time
Personal Data is collected to register a user account in the app in order for the user to access the Services. The personal data is stored in order to administer user account. We also store information about the date and time you have created your account and consented to our Privacy policy and the subscription status for the same purposes.	Collecting and storing of personal data in the app.	Processing is necessary for the company to perform its obligations in the contract with the data subject.	Until the user account is deleted by you.
Personal Data about you such as your age, height, weight, gender, activity level, health goals, allergies, food preferences are collected to personalize meal recommendations in the app.	Collecting and storing of personal data in the app.	Processing is necessary for the company to perform its obligations in the contract with the data subject.	Until the user account is deleted by you.

Personal Data is collected from social media account to log in to the user account in the app.	Name and e-mail address is retrieved from the social media provider you have chosen for login and are stored in the app.	Processing is necessary for the company to perform its obligations in the contract with the data subject.	Until the user account is deleted by you.
Personal Data that you provide using our contact form is collected and stored for the purposes of responding to your contact request.	Collecting and storing of personal data in the app.	Processing is necessary for the company in order to perform its obligations in the contract with the data subject.	Until we have responded to your contact request.
Payment information is collected in the app to register and facilitate payment transaction from you regarding subscription fees. Information is stored for accounting purposes.	Collecting and storing of personal data in the app.	Processing is necessary for the company in order to perform its obligations in the contract with the data subject and for compliance with legal obligation to which the company is subject.	Seven (7) years from the date of payment.
Personal Data from purchases of groceries made by the user through the app is analysed by the company to provide recommendation of recipes to the user.	Collecting of data from third party where the user has completed a purchase and further analyse of such data.	Processing is necessary for the company in order to perform its obligations in the contract with the data subject.	Until the user account is deleted by you.
The user's interactions in the app (such as recommendations and comments made by the user, liked recipes etc.) are analysed by the company to provide recommendation of recipes to the user.	Collecting of data related to interactions in the app and further analyse of such data.	Processing is necessary for the company in order to perform its obligations in the contract with the data subject.	Until the user account is deleted by you.
Personal Data about you is used for marketing purposes, for example for distributing newsletters.	Storing of user data and processing of data to facilitate newsletter marketing.	The company's legitimate interest to market its Services.	Until you decide to opt-out from receiving further newsletters.
Data regarding your payment transaction for purchases at third	Processing of payment transaction data.	Processing is necessary for the company in order to perform its	Until the payment transaction is completed. (Data

party vendor is collected to re-direct you to the vendor and to facilitate the purchase.		obligations in the contract with the data subject.	related to the payment transaction is stored at the third party vendor according to its terms.)
Technical data regarding what device you are accessing our Services from, what operating system your device is using, mobile network information, browser settings etc. is collected and analysed for the purposes of developing and improving our Services.	Collecting and further analyse of technical data using third party analytics services.	The company's legitimate interest to develop and improve its Services.	Until the user account is deleted by you.
Log file information with details of your use of our Services, including, but not limited to, traffic data, internet protocol (IP) addresses, type of browser, Internet Service Provider (ISP), date/time for your activities, referring/exit pages, and number of clicks is collected to analyse the use of our Services.	Collecting and further analyse of technical data using third party analytics services.	The company's legitimate interest to develop and improve its Services.	Until the user account is deleted by you.

1.2 Via the Website

Purpose	Processing	Lawful basis	Storage time
Optional information received from potential users is collected via the waitlist on the website.	Collecting of personal data and storing of data.	Processing is necessary in order to take steps at the request of the data subject prior to entering into a contract.	This data will be stored for 3 years.

Personal Data that you provide using our contact form is collected and stored for the purposes of responding to your contact request.	Collecting data on the website and storing of data.	Processing is necessary for the company in order to perform its obligations in the contract with the data subject or prior to entering into a contract.	Until we have responded to your contact request.
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2. Information from Third Parties

We obtain information regarding your name and e-mail address from social media providers (such as a Facebook- or Google-account) if you choose to log in to the Service through an existing account of yours.

3. Information to Third Parties

Personal Data in the app are managed and stored via Google Firebase. In addition, we use Typeform (provided by Typeform, S.L which is registered in Barcelona, Spain.) when collecting your data on our contact forms including the waitlist.

For managing payments for our Services or future in-app purchases, we may use a third party supplier for providing the payment solution. In such scenario, you will be transferred to the payment solution and your payment information will be processed under the responsibility of that supplier. The terms and conditions and the privacy policy of the supplier will apply for such processing activity.

Other than as stated in this Privacy Policy, we will not share the Personal Data you provide to us with third parties other than when (i) such has been specifically agreed upon between you and us, (ii) where necessary to protect your rights, (iii) as required by law, a decision of a governmental authority or a court of law, (iv) we retain independent service providers for our services in connection with the Services. Your Personal Data may also be shared to a third party in the event we are subject to bankruptcy procedures (or similar), merger, acquisition, reorganisation (within group of companies) or sale of assets. In such scenario, this Privacy Policy will apply to your Personal Data transferred to the third party.

In addition to the above, we will use Google Analytics to further develop our Services. However, when we use Google Analytics, we will anonymise the data and therefore, data analysed for these purposes will not be linked to you personally. When we analyse data from user interactions in the app, this may include what recipes are liked and added to the weekly meal plan by our users. We make these analyses to improve app functionality and to ensure that content within stay relevant to our users.

We also analyse our advertising. We do this by using Google Analytics, Facebook or other social media platform.

Our newsletter and distribution list are hosted by using a third party providing such services. From the newsletters we analyse data regarding the opening rate of our newsletter and what the recipient is clicking on. You can unsubscribe to such newsletter at any time by clicking on that

link in the e-mail. When you have chosen to unsubscribe, we will stop sending you newsletters and we also instruct the service provider to remove you from the list of recipients.

Service providers may process Personal Data and sometimes require limited access to Personal Data which has been collected via Services. We shall at all times strive to limit such access to Personal Data and shall only share information reasonably necessary in order for the providers to be able to carry out their work or provide their services. We will also require that such providers (i) protect your Personal Data in accordance with the Privacy Policy and (ii) do not use or disclose your Personal Data for any purpose other than to provide the agreed products or services. We also make sure that Data Processing Agreements are entered into with the external services providers that process your Personal Data on our behalf.

4. Your Content on Social Media

If you publish images on social media (such as Instagram or similar) on meals that you have prepared by using the recipes in the app, we encourage you to tag us. We might ask you for permission of sharing your content on our social media channels and on our website. If you consent to it, you give us the permission to use your content on our marketing channels for marketing purposes. Further terms for our usage of your content is found in our terms and conditions.

5. Transfers to Third Countries

We do not store your Personal Data outside of EU/EES. Personal Data processed by us according to this Privacy Policy are being stored at servers located in Belgium.

6. Storage Time

Your Personal Data will not be retained in excess of what is necessary taking into account the purposes of processing, and we will otherwise erase Personal Data in the manner following from applicable legislation. Information about retention periods is provided in the table under section 1 above.

7. Your Rights

You have the right to request information regarding which Personal Data (if any) we process regarding you. If you believe that we possess personal data regarding you which is incorrect, you may, furthermore, request correction of your Personal Data.

You are entitled to object to Personal Data we process about you on the basis of a legitimate interest. This applies, for example, when we process your personal data in order to send direct marketing to you. Notify us if you do not want us to continue with this type of processing of your personal data.

You are also entitled to request that we temporarily limit certain processing of personal data regarding you and a right to request to be erased.

If you wish to know whether we process Personal Data regarding you or receive information of what type of Personal Data we are processing, you may send a written request to us (see “Contact information” below).

According to GDPR, we are in most cases obliged to respond to your request within one month. However, we will do our best to respond to you at our earliest convenience.

8. Links

Our Services may contain links to other websites provided by other companies, for example when you are directed to make purchases from one of our partners. This Privacy Policy does not apply to the websites of such third parties. Accordingly, you should read the applicable privacy policy from such company.

9. Amendments to the Privacy Policy

In the event we must amend the Privacy Policy, we will provide notice when you log on to the Service and on the digital channels in general and provide information regarding the amendments.

10. Supervisory Authority

For more information regarding applicable legislation, our liability for the processing of personal data and your rights, please visit <http://www.imy.se>. Questions concerning the processing of personal data may also be posed directly to the Swedish Authority for Privacy Protection to which you may also turn in the event you have any complaints concerning the manner in which we have processed your personal data.

11. Contact Information

In the event you have any questions regarding this Privacy Policy or any other question regarding our processing of your Personal Data, feel free to contact us at: Plant Based Revolution AB, company registration no. 559246-2658, at Torstenssonsgatan 13, 11456 Stockholm. The easiest way to contact us is by sending an e-mail to: privacy@yourbeet.app.