

According to the Data Protection Regulation and other applicable laws, Vattenfall AB is data controller for the personal data that we process.

Purpose and legal ground

Vattenfall AB collects and processes personal data in order to enter into and fulfil its agreement with the consumer or when it is necessary to fulfil a legal obligation on us.

Further, personal data can be processed by Vattenfall AB for marketing purposes and to perform market analyses, to prepare statistics and to evaluate, develop and provide information about services and products. This processing is necessary to enable our legitimate interest to develop, improve and sell products and services as well as maintain good relations with customers.

The personal data can also be obtained from or provided to third parties if we have a legitimate interest in providing the personal data to such parties, for example a Group company. Personal data may also be processed by Vattenfall's partners for marketing on the behalf of Vattenfall if we have a legitimate interest in such a purpose and the services and products have a natural connection to Vattenfall AB.

The personal data can also be obtained from or provided to third parties if it is in accordance with the law. Beyond this, personal data can be provided to or obtained from credit agencies for assessment of the consumer's economic prerequisites to fulfil the contract.

Vattenfall AB may engage personal data processors to process personal data for purposes stated.

Personal data may be updated based on public records to ensure that they are correct and that the agreement with the customer can be fulfilled as well as to ensure Vattenfall AB's legitimate interest of being able to utilise several communications channels in our marketing, e.g. text messages.

The personal data can also be processed by Vattenfall AB in our legitimate interest to maintain good customer relations, e.g. through selection and segmentation, we can communicate target group-adapted, relevant and personal offers or to enable better, directed service. As part of this, profiling may take place based on the personal data we received in connection with the customer entering into an electricity contract with us, directly or indirectly (contracts entered into via price comparison services or through designation from Vattenfall Eldistribution AB) as well as based on data Vattenfall AB obtain from public records. Profiling is done to better target offers and information to customer preferences, purchasing behaviours, needs and lifestyle. The data used for this may, for example, be of a demographic (age, household demographics, etc), geographic (addresses, etc), transactional (invoicing, payments, etc), behavioural (usage, etc) and user-generated (click and traffic statistics, previous purchases, etc) nature.

Transfer of personal data

Personal data is not normally provided to companies in countries outside the EU or EEA. If this nevertheless occurs, a specific investigation is first undertaken that the legal conditions are met. For further information about this, visit vattenfall.se/personuppgifter.

Rights

The customer is entitled to request information concerning personal data that is processed by Vattenfall AB. The customer may also request rectification. Further, under certain conditions the customer is entitled to restrict the processing of personal data, to deletion of personal data and to object to processing which is based on the legitimate interest of the controller as well as to object to processing for marketing purposes, including profiling. Customers who object to the processing of personal data for marketing via phone or e-mail, may at any time, notify Vattenfall AB, who will immediately cease processing. Under particular circumstances, the customer has the right to have personal data that the customer himself has divulged transferred to another personal data controller (data portability).

Customers who consider that the processing of their personal data in contrary to the data protection regulation is entitled to submit a complaint to The Swedish Data Protection Authority.

Retention

Vattenfall AB does not keep personal data for longer than is necessary. When your electricity contract is terminated and you are no longer our customer, we retain your data for 36 months.

However, in the majority of cases the data may need to also be saved after that, e.g. invoices are saved for accounting purposes for 7 years after final settlement of the parties' dealings in accordance with applicable legislation. Data is also saved for as long as there is an ongoing investigation or dispute.

When there is no longer any legal basis to save the personal data, it is permanently deleted.

Contacts

The controller is Vattenfall AB. The data protection officer for Vattenfall AB can be reached via e-mail at [dpo.nordics@vattenfall.com](mailto:nordics@vattenfall.com) or +46 (0)8- 739 50 00. Questions concerning the Vattenfall Group's personal data processing can be put to our data protection officer or via the general contact form on the website.

Requests for register entries are to be sent to Vattenfall Kundservice AB, Box 13, 880 30 Näsåker or via e-mail to kundservice@vattenfall.com.

For further information about our processing, visit vattenfall.se/personuppgifter.

Valid from 25 May 2018.