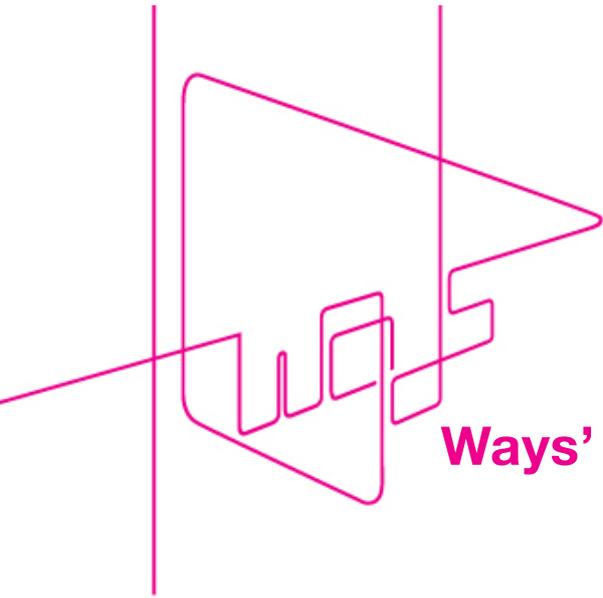


ways sweden ab

waterfront building, klarabergsviadukten 63, 111 64 stockholm, sweden
+46 8 525 085 60, www.ways.se



Ways' privacy policy

2018-03-28
Ways Sweden AB

Ways Sweden AB

Organisationsnummer: 556698-5460

Per Rolder

per.rolde@ways.se

Phone: +46 8 52508565

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Ways' privacy policy

Ways Sweden AB ("Ways", "we", or "us") take your privacy seriously. Since we gather certain types of information about you, we want to help you understand the terms and conditions surrounding the collection and use of that information. This privacy policy applies to metashare.com, owned and operated by Ways. This privacy policy discloses the types of information that we gather, how we use it, and how to correct or change it. These privacy practices apply across Ways web properties and email communications. Our use of cookies is discussed in our cookies notice below. By using our website, you agree to the processing of your information as explained in this policy. This includes placing cookies on your device as described in the cookies notice.

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact us at <http://www.metashare.com/en/contact-us/customer-support>

1. What personal information does Ways collect?

1.1 Information tracked – Unregistered visitors

Visitors can browse this website without disclosing any personal information. In some instances, we automatically collect certain types of information when you browse our website. Automated technologies may include the use of web server logs to collect IP addresses, cookies and web beacons. We may track information provided to us by your browser, including any referring URL, your IP address, the type of browser you use, the time and date of access, and other information that does not personally identify you. We use this information to help diagnose problems with our server and to administer our website. For more information about this, see our cookies notice.

1.2 Information tracked – Visitors completing forms requesting information

When you submit your information (which may include your salutation, first name, last name, job title, company name, telephone number, e-mail address and location information) to Ways, it is stored in our secure contacts database. This information is used by our sales, marketing and support teams whose primary goal in collecting personal information is to provide you with the best and most useful content and services, both through our website and via e-mail. This includes receiving emails or other communications from Ways. You may opt out of receiving communications from us; see chapter 4.1.

1.3 Information tracked – Customers and business partners

Certain designated employees of customers and business partners may access secure areas of the website once they have been granted secured access via our security process Authorized Users.

If you are a customer or business partner, we will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. If you are a visitor, we will retain your information in accordance with our data retention policy. Visitors may request the removal of their information from our databases at any time by emailing us at privacy@ways.se.

1.4 Security

The security of your personal information is important to us. We follow generally accepted standards, such as SSL, to protect the personal information submitted to us along with the information transmitted in the MetaShare service, both during transmission and once we receive it.

1.5 Social media and third party sites

You can engage with us through social media websites or through features and widgets on our website that integrate with social media sites and third party links within our website. Your interactions with these features and third party sites are governed by the privacy policy of the company providing it. We encourage you to carefully read the privacy policy of any website you visit.

Our website may contain links to other sites which are outside our control and are not covered by this policy. You should review the privacy policy of each website you visit.

1.6 Blog

Our web site offers a publicly accessible blog. Our blog is managed by the third party application HubSpot that may require you to register to post a comment. We do not have control of the comments posted to the blog. Contact us if you want your personal information that was posted to the comments section removed. To learn how the third party application uses your information, please review HubSpot's Privacy policy <https://legal.hubspot.com/privacy-policy>.

1.7 Testimonials

We display personal testimonials of satisfied customers on our website in addition to other endorsements. With your consent we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at privacy@ways.se.

2. How does Ways use the information?

2.1 Purposes

Ways uses the information we gather for four general purposes:

- To provide you with information that you have agreed to receive concerning topics we think will be of interest to you
- To customize the content that you see
- To enhance the user experience on our websites. We use tracking information to determine how well each page performs overall, based upon aggregated user demographics and traffic patterns to those pages. This helps us continue to build a better service for you and to fulfill your requests for certain products and services.
- For authorized users, to permit secure access to exclusive content on the website as provided for under the terms of separate written agreements with each customer or business partner and the Terms of use associated with the type of secure access

2.2 People who work for us

Our employees are required to keep customer, business partner and other related personal information private, as a condition of their employment with the company. Only authorized employees are permitted to access this type of information.

2.3 Companies who work for us

We contract with companies and individuals in various locations to help us provide our products and services. In order to perform their jobs, these companies and individuals may have access to some of the information regarding customers, business partners and potential customers and business partners we gather as a part of our services. We require all such companies and individuals to comply with the terms of our privacy policy, and to use the information they may access exclusively for purposes of fulfilling their responsibilities to us and for no other purpose. If we discover that a third party has disclosed this type of information, we take immediate action to prevent further occurrences, and any other actions we deem appropriate under the circumstances.

2.4 Sharing and usage

Other than as described above, we will never share, sell, or rent individual personal information with anyone without your advance permission, or unless ordered by a court of law or other valid legal process or when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, or to investigate fraud. We may transfer certain personal information across geographical borders to our affiliates or service providers in other countries working on our behalf in accordance with applicable law.

If Ways is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our website of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information. We may disclose your personal information to any third parties with your prior consent to do so.

By providing us with your information or using our websites, you consent to the collection, international transfer, storage, and processing of your information in accordance with the relevant data transfer agreements related to the security and confidentiality of personal information.

The collection of personal information from Authorized Users of our MetaShare service is limited to that information necessary to provide the Authorized Users secure access to the MetaShare service.

2.5 Information related to data processed for our MetaShare customers

The use of information collected through MetaShare service shall be limited to the purpose of providing the service for which the MetaShare customers have engaged Ways. Ways processes information under the direction of its MetaShare customers, and has no direct relationship with the individuals whose personal data it processes. If you are a customer of one of our clients and would no longer like to be contacted by one of our clients that use our service, please contact the client that you interact with directly. We may transfer personal information to companies to help us provide our service. Transfers of information to third parties as a part of our MetaShare service are covered by the service agreements with our MetaShare customers.

2.6 Access and retention of data controlled by our MetaShare customers

Ways has no direct relationship with the individuals whose personal data it processes for MetaShare customers. An individual who seeks access, or who seeks to correct, amend, or delete inaccurate data should direct his or her query to the MetaShare customer that is responsible for the data. If the request is pertaining to removing data from our MetaShare service, we will respond within a reasonable timeframe.

We will retain personal data we process on behalf of our MetaShare customers for as long as needed to provide services to them. Ways will retain this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

3. Tracking technologies notice

By using the www.metashare.com website, you agree that we can place cookies on your device as described above in our privacy policy and this cookies notice.

Technologies such as cookies, beacons, tags and scripts are used by us and our marketing partners, affiliates, or analytics or service providers. These technologies are used in analyzing trends, administering the site, tracking users' movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

3.1 What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie.

Cookies allow a website to identify a user's device whenever that user returns to the website and are commonly used in order to make websites work more efficiently and enrich the user experience, as well as to provide information to the owners of the site.

You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu.

You can learn more about all the cookies we use below.

3.2 Granting us permission to use cookies

If the settings on your software that you are using to view this website (your browser) are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are fine with this. Should you wish to remove or not use cookies from our site you can learn how to do this below, however doing so will likely mean that our site will not work as you would expect.

3.3 Our use of cookies

We collect information during your visit to our website through the use of cookies. We use these cookies for a variety of reasons, most commonly to distinguish you from other users of our websites and to help us compile aggregated statistics about usage of our websites. We also use cookies to help us provide you with a positive experience when you browse our website, help improve our content, and to personalize your visit.

3.4 Our use of web beacons

We may also use tracking technologies called web beacons to collect information about your visit to our site. Web beacons are small images embedded in web content and are ordinarily not visible to users. Like cookies, this technology enables us to track pages and content accessed and viewed by users on our site. Our web beacons are used alone or in combination with cookies; however unlike cookies, web beacons cannot be declined when delivered via a regular web page, but their functionality can be limited by your choice to decline cookies.

3.5 Other sites and cookies

Our site may contain links to other websites or "share", "like" or other similar buttons. These other websites, services and applications may set their own cookies on your computer, collect data or solicit personal information. You should refer to any privacy policies found on such websites, services and applications to understand how your information may be collected and used.

3.6 Different categories of cookies

The following describes how we use different categories of cookies:

Category Of Cookie	Purpose
Strictly necessary cookies	These cookies are essential to provide access to secure areas of our website. Without these cookies, services such as MetaShare cannot be provided.
Performance cookies	These cookies collect information about how visitors use our website, for instance which pages visitors go to most often, and if they get error messages from web pages. The information these cookies collect is anonymous and is used to help us improve the user experience of our website.
Functionality cookies	These cookies store information about your interactions with our website (such as your language preference or the date of your last visit) to provide a better browsing experience. The information these cookies collect is anonymous unless you provide personal information by submitting a form.
Targeting or advertising cookies	These cookies are used to deliver marketing that is more relevant to you and your interests. They may be used to limit the number of times you see a promotional message as well as help measure the effectiveness of the marketing campaign.

Ways utilizes HubSpot, a third-party company, for marketing automation. HubSpot sets cookies that track a user's interaction with our site. HubSpot also tracks browser-provided information such as inferred region, IP address, and return visits. Users remain anonymous unless the user has provided personal information through the submission of a form or clicks through to our site from a link in a Hubspot email. For more information on HubSpot cookies and what they are used for, see HubSpot's privacy policy <https://legal.hubspot.com/privacy-policy>.

3.7 How to control cookies

You can control acceptance of cookies by modifying your Internet browser preferences. You have the ability to accept all cookies, to be notified when a cookie is set or to reject all cookies. Please note that, if you choose to block all cookies (including strictly necessary cookies) you may not be able to access all or part of our site and may be unable to use those services or engage in activities that require the placement of cookies.

4. What are my options?

4.1 Opt out

Users who would rather not provide any of the user data requested by our online request forms should simply not fill out the form. This will mean that you will not have access to that particular content. Please note that you can still view much of the content and use many of the services offered by our website without registering. Also, you may opt in and opt out of receiving certain emails from us by emailing us at privacy@ways.se. Once you opt out, you will no longer receive email in selected categories from us, other than those which are necessary to administer your organization's contract with Ways.

4.2 Your rights

You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of

charge, but additional copies may be subject to a reasonable fee. We will provide access to your personal data after you validated your identity by mailing to us on the address in chapter 6.

5. How will I know if the Privacy policy has changed?

Any modifications to our privacy practices will be reflected first within this area of our network of websites. If there is a material change in our privacy practices, we will indicate on our websites that our privacy practices have changed and we will provide a link to the new privacy policy prior to it becoming effective. If we are going to be using the information collected from users in a manner that is materially different from that stated at the time of collection, we will send affected users written notice of the change.

6. Questions and comments

Questions regarding this Privacy policy should be sent via email or mail to our office at:

Ways Sweden AB
Box 190
SE-10123 Stockholm
Sweden