

Privacy Policy

Updated August 1, 2023

Detailed description on how We process Your Personal Data

The chart below describes in detail why We process Your Personal Data, which Personal Data We process, the lawful basis for the processing and for how long We process Your Personal Data.

If You communicate with Us before a purchase

Why do We process Your Personal Data?	What Personal Data do We process?	What is the lawful basis for the processing?	How long do We store Your Personal Data?
<ul style="list-style-type: none">To communicate with You when You contact Us via e-mail or mail.	Information that You provide to Us, e.g. name, mobile telephone number, e-mail address, postal address and other information regarding the matter for which You contact Us.	Our <i>legitimate interest</i> to process Your Personal Data to communicate with You.	We will store Your Personal Data for as long as the matter is unresolved.

If You make a purchase

Why do We process Your Personal Data?	What Personal Data do We process?	What is the lawful basis for the processing?	How long do We store Your Personal Data?
<ul style="list-style-type: none">To administer Your purchase, including delivering the product that You have purchased.To carry out payment (including to identify You by Your personal identification number for security reasons and to share Your Personal Data with Our payment service provider).To send order and delivery confirmation.	Name, contact details (postal address, e-mail address and mobile telephone number), and order information (e.g. what product You have ordered). Payment Information (credit or debit card details, CCV, expiry date, DIBS Payment Services)	The processing is necessary in order for Us to <i>fulfil Our contract with You</i> regarding Your purchase. If the Personal Data is not provided, You will not be able to make a purchase from Us.	We will store the Personal Data during the purchase process.
<ul style="list-style-type: none">To answer and administer customer service matters.	Name, contact information and information You provide regarding the matter.	Our <i>legitimate interest</i> to process Your Personal Data to answer any questions regarding the purchase.	We will store Your Personal Data for a period of three months after the customer service matter has been resolved.

<ul style="list-style-type: none"> To send surveys to You regarding Our products and Your shopping experience. 	Name and e-mail address.	Our <i>legitimate interest</i> to process Your Personal Data to be able to send You surveys regarding Our products and Your shopping experience.	We will store Your Personal Data for a period of one year after Your purchase. Please note that we will anonymize or delete all answers to Our surveys meaning that Your answers will never be connected to You as an individual.
<ul style="list-style-type: none"> To send marketing material to You via e-mail after a purchase containing offers and information about Our products. If You object to receiving marketing material from Us, We keep track on this to avoid sending You any further marketing material. 	Name and e-mail address.	Our <i>legitimate interest</i> to process Your Personal Data for the purpose of marketing Our products to You as a customer. The processing is necessary to <i>comply with legal obligations to which We are subject</i> , i.e. marketing laws which require Us to not send marketing material to individuals who have objected to this.	We will store Your Personal Data for a period of one year after Your purchase. If We receive a request from You to stop Our send-outs before We will store Your Personal Data for a longer period of time to make sure that You do not receive any further marketing material from Us.
<ul style="list-style-type: none"> To comply with bookkeeping and accounting law. 	Name, history regarding payments made and other information that constitutes accounting records.	The processing is necessary to <i>comply with legal obligations to which We are subject</i> , i.e. the bookkeeping and accounting act.	We will store Your Personal Data until and including the seventh year after the end of the calendar year for the fiscal year to which the Personal Data relates.
<ul style="list-style-type: none"> To handle Your consumer rights such as Your right of withdrawal, to make complaints or other claims. To investigate and defend ourselves against claims and complaints. To initiate any claims. 	Name, mobile telephone number, e-mail address, home address and information concerning Your complaint or claim (e.g. details about the order).	The processing is necessary in order for Us to act in accordance with consumer protection law, i.e. <i>comply with a legal obligation that We are subject to</i> . We also have a <i>legitimate interest</i> to process Your Personal Data to be able to defend ourselves against a possible legal claim and to initiate any claim.	We will store Your Personal Data until We have processed the complaint or for the duration of the potential dispute.
<ul style="list-style-type: none"> To comply with product-related information requests from healthcare providers, notified bodies 	Name, contact information, model and identity of product that You used, information	The processing is necessary in order for Us to act in accordance with medical device regulations	We will store Your Personal Data in accordance with the applicable record

or competent authorities when required by law.	provided by the healthcare provider or yourself regarding a specific issue, Breas' information obtained from investigation of a specific issue.	regarding traceability of products, documentation and investigation of complaints and communication about product safety issues, i.e. <i>comply with a legal obligation that We are subject to.</i>	retention rules for the country in scope, up to fifteen (15) years.
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If You have an account at Our Sites

Why do We process Your Personal Data?	What Personal Data do We process?	What is the lawful basis for the processing?	How long do We store Your Personal Data?
<ul style="list-style-type: none"> To create and enable You to securely use Your account at Our Sites, including to communicate with You regarding Your account. To give You the benefits of having an account, including e.g. enable You to go through the checkout process quicker, store multiple shipping addresses and to gain access to Your purchase history. 	<p>Your username or e-mail address and password.</p> <p>In order to give You the benefits of having an account, We process information You have provided during previous purchases (contact details and shipping addresses) and information about Your purchase history.</p>	<p>The processing is necessary in order for Us to be able to <i>fulfil the contract</i> with You concerning Us providing an account to You as well as administering it.</p> <p><i>Our legitimate interest</i> to process Your Personal Data in order to give You the benefits of having an account.</p>	<p>We will store Your Personal Data for a period of two years from the last time You logged in to Your account.</p> <p>You can delete Your account whenever You want, if You do so, We will immediately stop storing Your Personal Data for this purpose.</p>

If You use Our Sites

Why do We process Your Personal Data?	What Personal Data do We process?	What is the lawful basis for the processing?	How long do We store Your Personal Data?
<ul style="list-style-type: none"> To handle feedback that You provide on Our Sites functions etc. 	Name, e-mail address and information that You provide as part of Your feedback.	<i>Our legitimate interest</i> to process the Personal Data which You voluntarily provide to Us when leaving feedback in order to enable Us to improve the user experience of Our Sites.	We will store Your Personal Data for a period of six months after receipt of Your feedback.
<ul style="list-style-type: none"> To analyse the use of Our Sites by using cookies and Google Analytics. To improve Our Sites based on the information We have compiled through using Google Analytics. 	Information which We collect through cookies, i.e. IP-address, Personal Data related to Your device/browser (from which area in the country You use Our Sites from and which screen	<i>Our legitimate interest</i> to process Your Personal Data to improve Our Sites in order to improve the user experience of Our Sites.	We will store Your Personal Data for a period of three months after Your visit to Our Sites.

	resolution You have) and Your activities on the Sites.		
You can read more about Our use of cookies in Our cookie policy.			

If You interact with Us on Our social media accounts

Why do We process Your Personal Data?	What Personal Data do We process?	What is the lawful basis for the processing?	How long do We store Your Personal Data?
<ul style="list-style-type: none"> To communicate with You on Our social media accounts (Facebook, YouTube, LinkedIn or Pinterest), e.g. if You comment on a post and to keep records of such communication for reference. 	Information from Your profile on the social media in question (user name and any picture You have chosen for Your account) and information which You provide on Our page.	Our <i>legitimate interest</i> to process Your Personal Data to communicate with You on Our social media platforms.	Your Personal Data will be removed if You ask Us to remove it or if You yourself delete the content, but We will otherwise store the Personal Data on the social media platform until further notice.

Contact Information

If You have questions about how We process Your Personal Data, Our Data Protection Officer can be contacted directly here:

- privacy@breas.com
- +46 031 86 88 00
- Breas Medical AB, Företagsvägen 1, 435 33 Mölnlycke, Sweden