

Responsible/owner: CEO	Approved by: Management team	Approval date: 2026-04-01	Updated: Annually
Type of document: Policy	Classification: Public	Concerns: All employees	Replaces: 2025-05-22

Biobase Sweden AB Website Privacy Policy



Website Privacy Policy

Responsible/owner: CEO	Approved by: Management team	Approval date: 2025-04-01	Updated: Annually
Type of document: Policy	Classification: Public	Concerns: Website users	Replaces: 2025-05-22

Introduction

This Privacy Policy applies to the processing of personal data carried out via the website bioba.se, operated by Biobase Sweden AB.

Biobase Sweden AB is committed to ensuring a high level of protection for personal data in accordance with the General Data Protection Regulation (GDPR) and applicable data protection legislation.

Privacy Principles

Biobase Sweden AB applies the following principles when processing personal data:

- Personal data is processed lawfully, fairly and transparently
- Personal data is collected for specific and legitimate purposes
- Only necessary data is processed
- Personal data is kept accurate and up to date
- Data is not stored longer than necessary
- Appropriate security measures are implemented

Processing of personal data

Biobase Sweden AB processes personal data in connection with the use of the website bioba.se, including through contact forms and cookies.

Contact Form (Upsales)

Personal data may be collected when users submit information via the contact form on the website. The form is provided through an external service (Upsales), and the submitted data is stored in the Upsales CRM system.

The processing includes:

- Personal data: name, email address, company, country and message content
- Purpose: to handle inquiries and communicate with users
- Legal basis: legitimate interest (responding to inquiries initiated by the user). Submission of the form is voluntary and may also constitute consent to the processing of the provided data
- Recipients: relevant personnel and Upsales as a service provider
- Retention: Personal data is retained only as long as necessary to handle the inquiry. Data is regularly reviewed and deleted or anonymized when no longer needed, and normally within 12 months. If the inquiry results in an ongoing customer or business relationship, the personal data may be retained for the duration of that relationship. Certain personal data may also be retained for a

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longer period where necessary to comply with legal obligations, such as applicable accounting legislation.

Upsales may also use tracking technologies in connection with form submissions and website interactions.

Cookies and Similar Technologies

The website bioba.se uses cookies and similar technologies to ensure the proper functioning of the website, to analyze usage, and to support communication and marketing activities.

Cookies may collect information such as IP address, device and browser information, and data about how the website is used.

Cookies are categorized into the following types:

- Necessary cookies (required for the website to function)
- Preference cookies (store user settings such as language)
- Statistics cookies (analyze website usage)
- Marketing cookies (used for tracking and marketing purposes)

Where required by law, non-essential cookies are only used based on your consent. You can manage or withdraw your consent at any time via the cookie settings on the website.

For detailed information about the cookies used, including providers and retention periods, please see our Cookie Notice.

Third-Party Providers

The website uses third-party services that may process personal data on behalf of Biobase Sweden AB. These include:

- Upsales (contact form and CRM functionality)
- Google (analytics and marketing services)
- Cookiebot (cookie consent management)
- Weglot (language functionality)

All third-party providers are required to process personal data in accordance with applicable data protection laws.

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Third Country Transfers

Some third-party providers (e.g. Google and Upsales) may process personal data outside the EU/EEA. In such cases, appropriate safeguards are applied, such as standard contractual clauses (SCCs) approved by the European Commission.

Protection of personal data

Biobase Sweden AB implements appropriate technical and organizational measures to protect personal data against unauthorized access, loss, or alteration.

Rights of the individual

Under GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Object to processing
- Request restriction of processing
- Withdraw consent at any time
- Request data portability
- Lodge a complaint with the Swedish Authority for Privacy Protection (IMY)

Updates

This Privacy Policy is reviewed annually. Updates are published on bioba.se and take effect upon publication.

Data Controllers and Contact Details

Biobase Sweden AB, company registration number 559217-8387, is the data controller responsible for personal data processed via the website.

For questions regarding this Privacy Policy or the processing of personal data, please contact: info@bioba.se

This privacy policy was adopted on: 2026-04-01

Last updated: 2026-04-01