

PRIVACY POLICY

1 HELLO COLIC

Urbanska Innovation AB, corp. reg. no. 559186-9069 (“**Hello Colic**”) is the controller of your personal data and is therefore responsible for ensuring that your personal data is handled in a correct and secure way in accordance with applicable legislation (primarily the General Data Protection Regulation). Hello Colic respects your privacy and is committed to ensuring that personal data is processed in accordance with applicable legislation.

This Privacy Policy describes how we protect personal data when you use the Hello Colic app.

If you have any questions regarding Hello Colic's privacy protection, please do not hesitate to contact us by sending an email to hello@hellocolic.com.

2 DEFINITIONS

‘Personal data’ means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person

‘Processing’ means any operation which is performed on personal data, such as collection, storage, use, adaption or disclosure.

3 WHAT PERSONAL DATA DOES HELLO COLIC PROCESS?

Hello Colic collects and stores the information set out below.

About users

- Name or username and password.
- Information that you provide to Hello Colic by email, when you are active on Hello Colic’s social media or by other channels of communication.
- Other data you share with us.

About infants

Hello Colic only collects the data provided by the user through the user’s use of the logging function in the app. Such data primarily includes logging of the infants screams but may also include other aspects of the infant’s behaviour or daily life.

4 HELLO COLIC’S PROCESSING OF PERSONAL DATA

The purposes for which we intend to process your personal data and the legal basis for the respective processing activities are stated in the tables below.

Users

Purpose	Legal basis
To deliver the services within the Hello Colic app.	The processing is necessary for the performance of the contract between you and Hello Colic.
To be able to respond to and compensate customers in connection with complaints and warranty matters.	The processing is necessary for the performance of the contract between you and Hello Colic or, where applicable, to fulfil legal obligations (e.g. under consumer protection laws).
To fulfil legal requirements, e.g. security requirements and accounting requirements.	The processing is necessary for compliance with Hello Colic's legal obligations.
To enable marketing and communication about Hello Colic's brand and Hello Colic's products (e.g. mailing of newsletters and service updates etc.).	The processing is necessary for Hello Colic's legitimate interest to inform you about updates and market any services or products of Hello Colic (legitimate interest).
To communicate with you, e.g. by email or social media.	The processing is necessary for Hello Colic's legitimate interest in providing its services and communicating with you (legitimate interest).
We may use personal data for the establishment, exercise or defence of legal claims.	The legal basis is Hello Colic's legitimate interest in establishing, exercising or defending any legal claims.

Infants

Purpose	Legal basis
For providing the logging function of the Hello Colic app and for scientific research, i.e. sharing the logged data with scientists conducting research related to colic.	Consent from the infant's parent(s) or guardian(s).

5 HOW LONG DOES HELLO COLIC STORE PERSONAL DATA?

Your personal data is stored as long as necessary in order to fulfil the purposes for which the data was collected in accordance with this Privacy Policy. Thereafter, your personal data will be deleted.

Some personal data will, for the purpose of complying with applicable accounting legislation, be stored for seven years, counting from the end of the calendar year during which the financial year, to which the information pertained, was terminated.

Information processed based on consent will be deleted when the consent is withdrawn.

6 WITH WHOM DOES HELLO COLIC SHARE PERSONAL DATA?

Hello Colic does not disclose personal data to third parties, except when necessary (1) for the purpose of the processing, (2) to fulfil a legal obligation or (3) for Hello Colic's general needs when conducting its business operations (e.g. data storage with an IT-supplier). Personal data is never sold to third parties without your express consent. Situations when your personal data may be disclosed to third parties are listed in the table below.

Third party	Reason for third-party disclosure
Suppliers of cloud solutions	Personal data may be transferred to suppliers of cloud solutions since Hello Colic stores certain information in cloud solutions.
Suppliers and partners	Hello Colic may disclose your personal data to suppliers and/or partners where necessary for the purpose of the processing, e.g. for authentication when logging in.
Authorities	Personal data may be disclosed to authorities when necessary for compliance with Hello Colic's legal obligations.
Third party conducting scientific research	Where you have given your consent for the specific purpose of scientific research, personal data may be shared with scientists or organisations conducting scientific research.
Buyer or professional advisor	If Hello Colic intends to transfer all or part of its business, personal data may be disclosed to a potential buyer and/or its professional advisors.

7 TRANSFER OF PERSONAL DATA TO THIRD COUNTRIES

Hello Colic uses cloud services from Amazon, whereby your personal data is transferred to USA. Hello Colic ensures that your rights are protected in connection with these transfers through Amazon's adherence to the EU-US Privacy Shield Framework, available at [privacyshield.gov](https://www.privacyshield.gov).

8 SOCIAL MEDIA

Regarding personal data that occurs and is processed on social media, such as Facebook, Instagram, Twitter, YouTube and LinkedIn, we refer users to the policy provided by the respective service providers for information on how each

service provider processes personal data. In Hello Colic's view, the purpose of the processing is that representatives of existing and potential customers and partners to Hello Colic shall be able to interact and maintain contact with Hello Colic via social media, in order to contribute to good relationships with customers and partners and to make Hello Colic's customer service and product widely accessible through several different channels. The processing is necessary for the purposes of Hello Colic's legitimate interest to market its brand and its products to existing and potential customers and to partners (legitimate interest).

9 YOUR RIGHTS

Right to access

You have the right to obtain information on what personal data we have about you and how we process this data. You also have the right to receive a copy of this information.

Right to rectification and erasure of personal data

You have the right to have inaccurate personal data rectified and completed. In some cases, you may also have the right to have your personal data erased, for example if it is no longer necessary for the purpose for which it was collected.

Right to objection and restriction of processing personal data

You have the right to object to the processing of your personal data in cases where we process the data with the legal basis that we have a legitimate interest. In addition, you have the right to restrict the processing, e.g. if you find the personal data to be inaccurate.

Right to data portability

In some cases, you have the right to obtain the personal data you have provided in a structured and machine-readable format. You also have the right to transmit the data to another controller where technically feasible. We look forward to hearing from you if you have any complaints regarding Hello Colic's processing of your personal data, in order to correct our processing if necessary. You also have the right to file complaints regarding Hello Colic's processing of your personal data with the Swedish Data Protection Authority.

Right to lodge a complaint

You have a right to lodge a complaint regarding Hello Colic's processing of personal data with the Swedish Data Protection Authority, Box 8114, 104 20 Stockholm, Sweden.

Right to withdraw consent

You have a right to withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

10 CHANGES

Hello Colic reserves the right to change this Privacy Policy at any time. In the event of changes to this Privacy Policy, Hello Colic will publish the amended Privacy Policy on [HelloColic.com](https://www.hellocolic.com) with information on when the changes will come into effect and will also notify customers and partners in an appropriate manner.

11 CONTACT INFORMATION

Do not hesitate to contact Hello Colic if you have any questions about this Privacy Policy, the processing of your personal data or if you wish to exercise your rights under this Privacy Policy or applicable legislation.

Hello Colic's contact information

Urbanska Innovation AB

Email address: hello@hellocolic.com