



# Loops Privacy Policy

## How we manage data

### We love data, of course we treat it with utmost respect

This policy applies when submitting information on loopseducation.com to access content or submit your interest in event participation. Loops Education (Loops Education AB, 559172-2250, referred to as "Loops") is responsible for the data collected when you submit forms on our website. This policy also applies to the product ("Loops"), including the web application, apps for iOS, Android and the app for Microsoft Teams.

### What information we collect and how we use it

When visiting our website the following information may be collected: your IP address, which browser you use, how you use our website (e.g. pageviews), and information about your device, like geographical location. For details, please read our [Cookie Policy](#). Unless submitted by you, the above mentioned data do not contain additional personal information. You are welcome to explore our website without providing any personal information about yourself. You may choose to submit your personal data by completing a form(s) on our website.

When using our products we also store information about the account, i.e. your name and email address, and your activity within the product.

### We manage your data with utmost care

We use data provided to us to give you a better customer experience and for marketing purposes. Like to provide more relevant and personal information. We also use the information to facilitate, measure and improve our marketing initiatives, to respond to your inquiries and fulfill your requests. Like sending you requested materials, newsletters or signing you up for events. You can, at any time, choose to opt-out from receiving marketing communications from us by following the unsubscribe instructions included in our marketing communications.

Only authorized members of our team can access personal data as necessary to achieve the above. To get access to the admin console of Loops, employee accounts with such access are protected by both password and TOTP Two Factor Authentication. We use industry standard 2048 bit AES encryption to fully encrypt all our backups, and access to our servers are limited to secure and encrypted channels.

[Loops uses subcontractors](#) that may come to treat limited parts of your personal information for support or maintenance purposes. This includes our Marketing Automation tool Hubspot. Loops store your personal information in Hubspot for 12 months since your last visit. You can always contact us should you wish to delete the data we have on you. To enable us to

provide you with interesting content we use a profiling model depending on activities you pursue on our website. If you stop interaction with us during this time (reading e-mails, visit our site, an event or similar) your personal information is deleted.

Personal information in the product is stored for as long as the account is active and is not used for any marketing purposes.

## How to access and manage your personal data

Loops is responsible for managing your personal information in accordance with GDPR.

If you have any questions about our Privacy Policy or managing of the information you provide us, please email us at [hello@loopseducation.com](mailto:hello@loopseducation.com), give us a call: (+46) 10-14 14 500, or send an old fashioned postal mail to:

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