



REAL AD

## **Personal data policy The Memorial Testament**

We encourage you to read this policy carefully to understand how we handle and utilize your personal information. If you have any questions, please don't hesitate to contact us. You can find our contact information below.

Wenderfalck Kommunikation AB, Org. No: 556692-9815 (hereafter referred to as Wenderfalck), is responsible for any personal data that may be collected through the service Minnestestamentet (via the website [realad.se](http://realad.se)). The page is administered on behalf of Wenderfalck by Unna Studio AB, Org. No: 559330-4040 (hereafter referred to as Unna Studio), which functions as a data processor.

### **Personal Data Controller:**

Wenderfalck Kommunikation AB  
Götgatan 78  
118 30 Stockholm  
Sweden

### **Personal Data Processor:**

Unna Studio AB  
Samaritgränd 6  
118 53 Stockholm  
Sweden

By participating in the campaign, the participant grants permission for Wenderfalck, Unna Studio, as well as any subcontractors, to process personal data for the purposes specified in this policy.

### **Personal data that may be collected**

The following personal data may be collected: Email and name.

### **The purpose of processing personal data**

The personal data collected will only be used to contact participants who apply to create a Memorial Testament and for ongoing dialogue during its creation. It will not be used for commercial purposes.

### **Transfer of personal data**

Personal data provided by participants when applying to the Memorial Testament may be transferred to a third party if necessary for the execution. Such third parties will



REAL AD

delete all personal data after the campaign period ends (12/12 2024).

Personal data may be transferred outside the European Union or the European Economic Area (EEA), but only if the participant actively chooses to participate in the Memorial Testament service.

### **Principles for protecting collected personal data**

Personal data is stored in a database/server protected by firewalls, passwords and other technical measures.

Your personal data is accessible to authorized employees at Wenderfalck and Unna Studio, as well as a third party, Alphabet Inc (Google).

### **Right to request information about collected personal data**

According to GDPR (2016/679), participants in the campaign have the right to request information about personal data collected in connection with the campaign. Such a request must be sent via email to [nils@wenderfalck.com](mailto:nils@wenderfalck.com). To protect your privacy and personal data, we may require you to identify yourself in connection with your request.

### **Personal data storage**

Personal data is only stored as long as the Memorial Testament service is active. Once the service is no longer active, and assuming that there is no further communication with the participant, all personal data related to the participant will be deleted. No data will be stored after 2024-12-12.