

## ECP (EuroContactPool)

ECP is a pan-European database containing information about 40 million companies and approx. 40 million decision makers in 21 countries in Europe.

The database is used for marketing purposes such as direct mail, verification and control of customer data. It is also used in services to update our clients customer databases and analysis.

# Information about processing of personal data in the company database ECP (EuroContactPool)

## Controller

Bisnode Sverige AB (below "Bisnode") is the controller of the personal data contained in the company database ECP (EuroContactPool).

## Purpose and legal ground

The purpose of Bisnodes processing is to provide products and services in the area of marketing (address selections) and to verify and update our clients customer records in their databases (verification and control). Bisnode bases its processing on balancing different interests. In short, Bisnode's view is that commercial interest outweighs the data subject's interest to protect its data.

The companies aim of marketing products and services is a legitimate interest that, according to GDPR, gives a right to process personal information based on balancing different interests.

It is in the interest of the data subject to receive direct marketing from other companies that are relevant for his/her professional role.

### **Categories of personal data**

The categories of personal data that Bisnode process are contact information (name, title and in some cases email address).

### **Data sources**

ECP collects data from several contracted partners in 21 European countries. Information is also collected from company webpages in the different countries. Different local laws and regulations apply when collecting and providing such personal information. Bisnode have contracts with the different data suppliers in each country stating the terms and conditions of Bisnode's usage of the data.

### **Categories of receivers**

Personal data is provided to Bisnodes customers, i.e companies and organisations that have a need and aim to market their product and services to decision makers on other companies. The information can also be provided to companies within the Bisnode group and other contracted resellers. Bisnode are in some cases using subcontractors to maintain and develop the systems used around the ECP data.

### **Subcontractors, storage and data transfer**

Bisnode uses subcontractors (processors), for example Bisnodes suppliers of operating services and CRM-system providers that may process your personal data on behalf of Bisnode.

Storing and processing of the data is done within EU. If data is transferred to a third country outside of EU Bisnode has secured the transfer by taking appropriate additional technical and organizational measures.

ECP is updated continuously. Bisnode stores the personal data as long as it is current and in accordance with our retention policies. We also store historical personal data for the purpose of updating our clients' customer databases i.e. helping them to remove inaccurate data in their systems.

## Your rights

Bisnode process your personal data in accordance with applicable privacy laws. If you want to exercise your rights, please contact us via email:

[dininfo@bisnode.com](mailto:dininfo@bisnode.com), or phone: +46(0)8-51 90 13 60

## Contact information:

Bisnode Sverige AB

National registration number 556436-3421

SE 169 93 Solna

Phone: +46(0)8-50 92 16 79

## Bisnodes DPO (Data Protection Officer)

Email: [dpo.se@bisnode.com](mailto:dpo.se@bisnode.com)

## Complaints to Swedish Data Protection Authority (Datainspektionen)

If you believe that Bisnodes processing of personal data violates the applicable data protection laws, you have the right to complain to an authority. In

Datainspektionen

Box 8114

104 20 STOCKHOLM

Sweden