

WELCOME TO OUR PRIVACY POLICY

At Waterproof Diving International AB, we're committed to respecting your privacy and managing your personal information in a responsible manner.

Our privacy policy explains the personal information we collect and how we use this information. It also explains your rights to access, update or otherwise take control of the personal information we hold about you.

This policy was last updated on 24th May 2018 to reflect changes in European Union data protection laws.

The personal information we collect

We collect certain personal information in order to supply our services to you, for example when you request information about products, services or promotions that may be of interest to you.

The first type of information we collect is information you voluntarily and knowingly provide, such as your name, address, email address, phone number and any other information you choose to provide to us.

The second type of personal information we collect is recorded automatically, through the use of cookies, pixel tags and other similar technologies. This information includes the link that directed you to our webpage, your IP address and geographical location, the types of device, operating system and web browser you are using and the date and time of your visit. The "Cookies" section of this policy explains more about how we use these technologies.

We do not collect personal information that is recognised as sensitive, such as information concerning health, ethnicity or political opinions and do not knowingly collect the personal information of any person under the age of 16. If we discover, or have reason to believe, we are holding sensitive personal information we will delete that information within a reasonable period.

How we use your personal information

We use your personal information in several ways to allow us to supply our services to you, for example if you complete one of our online forms your personal information will be passed electronically to the company affiliated with the advertisement, so that they can respond to your enquiry and provide you with more information on their product or service. We'll only pass your personal information to the company directly affiliated with the specific advertisement you have expressed an interest in and will require them to protect your information in a manner consistent with this policy. We won't sell, lease or otherwise disclose your personal information to any advertisers you haven't directly responded to.

We may also use your personal information to send you emails with selected offers, which we feel may be of interest to you. If you decide you no longer want to receive these emails, you can opt out by emailing us at info@waterproof.eu with "unsubscribe" in the subject line of your email. Please note that it may take up to 48 hours for your opt-out to take effect and bear in mind that if you enquire about new products and services you may be opting back in to receive emails from us. We may also use your personal information to promote our offers to you through channels such as Google, Twitter and Facebook.

We'll also use your personal information to respond to any comments, requests or questions you may send us or to send you important messages we feel you should be made aware of, such as a significant change to this policy. We may also use your personal information to compile statistics of our marketing campaigns, in order to give us a better understanding of their performance and help us operate and improve our services.

Sharing of your personal information

In addition to the ways we use your personal information explained above, we may also share your information with trusted third parties.

We may share certain personal information with our service providers who help us operate our services, for example with tasks such as database storage, campaign management, technical support and marketing activities. These service providers are only able to use your personal information in ways we have instructed them to and will not share your information with any organisation apart from us. We'll only share personal information with these third parties to the extent necessary for them to provide their services to us and require that they maintain security of this information in a manner consistent with this policy.

We may also share personal information with companies under the same ownership as us, or with third parties in connection with a reorganization or sale of assets of our business. If the new entity's privacy policy or planned use of your personal information differs materially from ours, we'll offer you the opportunity to opt out of any such transfer.

We may also have to disclose your personal information to a third party if we're required to do so by a regulatory body or in order to comply with a legal obligation.

Our legal basis for processing your personal information

We're required to let you know the legal basis for collecting and using your personal information. These are:

1. So we can provide our services to you in ways you have consented, for example to allow the company affiliated with the advertisement you have expressed an interest in to respond to your enquiry.
2. Where it is in our legitimate interests to do so in order to carry out our usual business activities, for example to send you marketing emails, manage our campaigns and generally operate and improve our services.
3. To comply with a legal requirement or to perform a contract.

How we safeguard your personal information

We're fully committed to safeguarding your personal information and will take all reasonable precautions to ensure it is held securely. We follow accepted standards to store and protect the personal information we collect and have put in place appropriate technical and organizational measures to prevent accidental or unauthorised access, use, disclosure, loss, copying, alteration or disposal of the data in our possession.

Although we always take the utmost care to protect your personal information, please be aware that the collection, transmission and storage of information via the Internet can never be completely secure. If we become aware that any personal information we hold has been compromised, we will notify you by email with details of how it occurred, its nature and the steps we've taken to restore security of the personal data in our care. We'll also disclose any such breaches to the relevant authorities as required by applicable data protection laws.

The personal information we hold is stored on servers within the European Union and will be held only for as long as is reasonably necessary to provide our services, for our legitimate business purposes or in order to meet any legal requirements.

Transfers of personal information abroad

In order to deliver our services to you, we sometimes need to share your personal information with parties outside the European Economic Area (EEA), for example if the company affiliated with the advertisement you have expressed an interest in is located outside the EEA. We'll always ensure that any transfers of this nature are fully compliant with European Union data protection laws governing transfers of personal information outside the EEA, so that your personal information is secure.

Some countries outside the EEA have been recognised by The European Union as having appropriate laws and safeguards protecting personal data, known as Adequate Jurisdictions, so that personal information may be freely transferred to them. The current list of these countries is Andorra, Argentina, Canada (commercial organisations), Faroe Islands, Guernsey, Israel, Isle of Man, Jersey, New Zealand, Switzerland, Uruguay and the USA (limited to the privacy shield framework). Personal information may also be transferred to countries not recognised as Adequate Jurisdictions, provided we inform you of the absence of appropriate safeguards to personal data in that country and you give your explicit consent to the proposed transfer. If we need to transfer your personal information to one of these countries, we will inform you in a clear, concise and transparent manner and will only make the transfer when you have given us explicit consent to do so.

Your rights regarding your personal information

We aim to be clear and transparent about your rights concerning the personal information we may hold about you. You have the right to:

1. Be informed about the collection of your personal information and how it is used.
2. Request a copy of the personal information we may hold about you.
3. Request that we amend your personal information to ensure it is accurate.
4. Object to the use of your personal information for a specific purpose, for example for sending you marketing emails.
5. Request that we delete the personal information we hold about you.
6. Request that we restrict or suspend the use of your personal information, for example if you are unsure about its accuracy.
7. Request that we transfer your personal information to you or another party in electronic form.

To exercise any of these rights, please contact us by emailing info@waterproof.eu.

Use of cookies and other similar technologies

Like most websites, we use cookies, pixel tags and similar technologies to help us get a better understanding of how our webpages are used.

A cookie is a small piece of information that is placed on the web-browser of your computer or mobile device when you visit certain webpages. They are commonly used to store personal settings and provide you with a better online experience. Most web browsers automatically accept cookies, but you can choose to decline them in your browser settings if you prefer. However, doing so may restrict the use of certain websites or otherwise affect how they operate. You can learn more about cookies at www.allaboutcookies.org.

Pixel tags, also known as web beacons, often work together with cookies and are commonly placed on websites or other online content, but not on your computer. They allow the tracking of certain activities from visitors to webpages, for example to generate records of clicks, purchases or enquiries.

We use cookies and pixel tags to assist us in a variety of ways, including to:

1. Develop and improve our webpages in order to provide you with a better user experience.
2. Recognise you as a unique visitor if you return to one of our webpages.
3. Provide you with advertisements more relevant to your interests.
4. Promote advertisements to you through channels such as Google, Twitter and Facebook.
5. Monitor the performance of our marketing campaigns, for example to record the numbers of visitors, clicks or enquiries they receive.
6. Allow our marketing partners and affiliates to compile statistics on the performance of their advertising campaigns.

Links to other websites

In some cases, our webpages may contain links to other websites. Please bear in mind that these websites are outside our control and are not covered by this policy. The owners of these websites may collect and use your personal information in accordance with their own privacy policies, which may differ from ours, and we recommend that you read their privacy policies carefully.

Changes to this privacy policy

This privacy policy was last updated on 24th May 2018 to reflect the General Data Protection Regulation, the European Union's new data protection laws. We may modify this policy further from time to time for legal or regulatory reasons, or to improve the operation and user experience of our webpages. Such changes will become effective when the revised policy is published and your continued use of our webpages after this date will be deemed as your acceptance of the updated policy. For this reason, we encourage you to review this policy on a regular basis. If we make a material change to this policy, we'll provide additional notice, for example by sending you an email.

How to contact us

If you have any questions, comments or concerns about this policy, you can contact us by emailing info@waterproof.eu or by writing to us at the address below. If you feel we have not dealt with your requests to your satisfaction, you are entitled to make a complaint to the Swedish Data Protection Authority, please visit www.datainspektionen.se for further details.

If you receive a marketing communication promoting one of our campaigns, which you believe you have not opted in to receive, please let us know by forwarding the communication to info@waterproof.eu.

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