

Privacy Policy

Last update 19.08.2026

HiQ safeguards your personal data and your privacy, and it is important to us that you feel safe with our processing of your personal information. As we process your personal data, we work continually to ensure that your personal data is always protected and that it is processed in accordance with applicable data protection legislation, the Data Protection Regulation (GDPR) and internal policies.

This Privacy Policy describes how HiQ collects, processes and stores your personal data. The policy also describes the legal basis for our processing as well as your rights according to the GDPR. It is important for you to read and understand the Privacy Policy and how you may influence the processing of your personal data.

Personal data

Personal data is data which directly or indirectly relates to you as a living individual; e.g., name, phone number and e-mail address.

HiQ handles personal information based on information provided via our website and in personal contacts - via telephone calls, e-mails and / or meetings. We may on occasion also collect or purchase personal information from third parties, e.g. from vendors like Bisnode and/or LinkedIn, for processing in our CRM and marketing automation systems.

The personal information we handle concerns the person's professional role. All registrants have been judged to have an interest in products and services to better perform their work and achieve their organization's goals. We may also handle information that other stakeholders have provided via forms on our website, e.g., competitors, suppliers, investors, or job seekers.

You can visit our website without telling us who you are or revealing any personal information about yourself. However, you may be required to provide your personal information, such as your name, telephone number, address, e-mail address, etc., if needed, for example, to correspond with you, process an order, or provide you with more information. We intend to let you know how we will use such information before we collect it from you on the Internet.

We also use cookies, very small text files written to your hard drive, to improve your experience with our site. Most browsers are initially set up to accept cookies, but you can set your browser to alert you every time a cookie is offered, letting you decide whether or not to accept it. You can read more about cookies and how we use them in section 5 below.

We may process your personal information for our legitimate business interests, which include some or all of the following:

- where the processing enables us to enhance, modify, personalize or otherwise improve our services/communications for the benefit of our customers
- to enhance the security of our network and information systems
- to better understand how people interact with our websites
- for direct marketing and/or to provide e-mail communications which we think will be of interest for your professional role
- to use for recruitment and human resource purposes

- to determine the effectiveness of promotional campaigns and advertising.

“Legitimate Interests” means the interests of our company in conducting and managing our business to enable us to give you, in your professional role, the best service/products and the best and most secure experience. For example, we have an interest in making sure our marketing is relevant for potential customers, so we may process your information to send you marketing that is tailored to your professional role. It can also apply to processing that is in your interests as well. For example, we may process your information to ensure our websites and systems are secure.

When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. Our legitimate business interests do not automatically override your interests - we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

If you have any concerns about the processing, you have the right to object to processing that is based on our legitimate interests.

Marketing automation

The Website employs marketing automation programs from vendors operating on HiQ’s behalf, which use third-party cookies to track Website use.

When a user visits our website, the cookie stores traffic data linked to the unique ID of the cookie in the browser. If the user identifies himself by volunteering personal data, e.g. by filling in a contact form or clicking on links in an e-mail sent by HiQ, the cookie’s unique user ID is linked to the personal data volunteered by the user. This enables HiQ to supply a more personalized experience on its website and in communications with customers and users of the Website.

HiQ does not sell, rent or give away personal data that identifies individuals to any external party, except to parties who process data on HiQ’s behalf.

Direct marketing and remarketing

We may call you on the telephone number and/or send an email to the email address we have registered in our systems to offer more information about our product according to applicable privacy and marketing legislation. You can opt out of being contacted via e-mail, by using the unsubscribe function in e-mails sent by HiQ, or just by telling us if we are in contact by phone.

HiQ may use third-party service providers to display advertisements on behalf of HiQ across the Internet. These service providers may use cookies to collect information about your visits to our website in order to display ads while you are visiting other websites; this information cannot be used to identify you individually. Such information is anonymous; however, your IP address may be collected.

We respect your privacy and are not collecting any identifiable information through the use of Google’s or any other 3rd party remarketing system.

Data controller

Data controller responsible for processing of your personal data and for ensuring that it is carried out in accordance with applicable data protection legislation; is either HiQ International AB (corporate ID

number 556529-3205 ["HiQ"], Box 7421, SE-103 91 Stockholm, Sweden) or an office company in the HiQ group.

Personal data relating to persons visiting this website:

1. Job applicants

<i>Purpose/legal ground/storage</i>	<i>Personal data categories</i>	<i>Processing</i>
<u>Purpose:</u> To manage the recruitment process and to handle submitted job applications. <u>Legal ground:</u> Legitimate interest. <u>Storage:</u> 2 years (in accordance with the Discrimination Act).	• First name • Last name • Address • E-mail address • Phone number • CV/Resumé • Picture • LinkedIn profile • Link to portfolio • Correspondence	Registration of job applications, interviews, and possible contact with given references. Data is collected from you through your submission, and we do not process any sensitive information such as political opinion, trade union membership or health/sex life. We may disclose job applications to other office companies within the HiQ group.

2. Inquiries

<i>Purpose and legal grounds</i>	<i>Personal data categories</i>	<i>Processing</i>
<u>Purpose:</u> To manage inquiries according to your request. <u>Legal ground:</u> Legitimate interest. <u>Storage:</u> For such long time as is called for by the nature of your inquiry.	• First name • Last name • E-mail address • Phone number • Correspondence	Registration and management of your inquiry. Data is collected from you through your submission of the inquiry. We may disclose your inquiry to other office companies within the HiQ group.

Personal data relating to contact persons of clients, suppliers and collaboration partners:

<i>Purpose and legal grounds</i>	<i>Personal data categories</i>	<i>Processing</i>
<u>Purpose:</u> To manage the business relationship between HiQ and the client/supplier/collaboration partner. <u>Legal ground:</u> Legitimate interest. <u>Storage:</u> For as long as the relationship is ongoing.	• First name • Last name • Job title • E-mail address • Phone number • Correspondence	Communication in line with contractual commitments and agreements such as the enabling and effectuating of invoicing and the execution of deliveries. Marketing research and, if not objected to, relevant marketing messages. Management of internal statistics and analysis to develop our business. HiQ uses a shared CRM system, enabling data access across group companies.

Personal data relating to marketing:

<i>Purpose and legal grounds</i>	<i>Personal data categories</i>	<i>Processing</i>
<u>Purpose:</u> To administrate arrangements of events and webinars/seminars, for direct marketing and/or to provide e-mail communications which we think will be of interest for your professional role <u>Legal ground:</u> Legitimate interest. <u>Storage:</u> Until you deregister/unsubscribe from events or seminars.	• First name • Last name • Job title • Employer • E-mail address • Phone number	Registration, planning and administration of events and webinars/seminars. Marketing messages regarding future events and seminars. Marketing messages regarding topics we think will be of interest for your professional role

General information relating to personal data on this website:

HiQ bases the processing of personal data on the legal grounds of consent for the following purposes:

- To display personalised content on this website
- To improve this website

For these purposes we need access to personal data so we can offer certain types of functionalities and tailored content. If you do not consent to provide your personal data, HiQ is unable to fulfil its commitments to you. For further information please see our [Cookie Policy](#).

Accessing and transferring your personal data

HiQ may transfer or share your personal data with selected third parties such as companies within the HiQ Group or other partners such as partners providing IT systems for handling of job applications or customer relationship management (CRM). These partners process your personal data on behalf of HiQ and according to our instructions. HiQ may also transfer to or share your personal data with countries outside the EU and the European Economic Area (EEA) if any of HiQ's group member companies or partners are located there. If personal data are transferred, HiQ will take reasonable technical, organisational and legal measures to ensure that the personal data continue to be protected, transmitted and processed in accordance with the GDPR. At the same time, transfers of personal data outside the EU and EEA will be based on appropriate or proper safeguards.

Personal data may furthermore be disclosed by HiQ if this is necessary to comply with applicable legal or official requirements, to safeguard HiQ's legal interests or to detect, prevent or draw attention to incidents of fraud and security or technical problems.

HiQ will never sell or transfer your personal data to a third party for marketing purposes, and we will never share your personal data with other than the partners we have entered into data protection agreements with.

Storage period for personal data

HiQ processes your personal data for as long as it is necessary and there is a need to save them in order to fulfil the purposes for which they were collected, in accordance with this Privacy Policy.

You can unsubscribe via the unsubscribe link that accompanies all our mailings from marketing messages for events and seminars.

When your personal data are saved based on a balancing of interests, the storage periods are stated in the tables above. When HiQ has a justified interest, the personal data will be saved and then erased once the storage period has ended.

Protection of your personal data

HiQ takes the appropriate technical and organisational security measures required to ensure that your personal data are secure, in accordance with applicable data protection legislation, to protect your personal data from unauthorised or prohibited processing, loss, destruction or accidental damage. HiQ's security procedures are changed as new technology and organisational security measures become available. HiQ applies ISO 27001 procedures to information security.

Your rights

You have the right to receive information on which personal data about you HiQ processes, in accordance with applicable data protection legislation. You also have the right to know the purposes for which HiQ collects your personal data. HiQ will correct, depersonalise, delete or supplement data discovered to be inaccurate, incomplete or misleading, at your request or upon HiQ's initiative.

You have the right to request:

i. **Access to your personal data.** This means that you have the right to request a register extract of the processing that HiQ performs on your personal data. You also have the right to receive a copy of the personal data processed. You have the right to receive a register extract concerning which personal data about you are recorded, the purposes of the processing and the recipients to whom the data have been or will be disclosed. You also have the right to receive information in the register extract concerning the source of the data if the personal data were not collected from you, and the anticipated period for which the personal data will be stored, or the criteria used to determine that period.

ii. **Rectification of your personal data.** At your request, HiQ will rectify incorrect or incomplete data that HiQ processes about you as quickly as possible.

iii. **Deletion of your personal data.** This means that you have the right to request the removal of your personal data if they are no longer necessary for the purpose for which they were collected. However, deletion of personal data is not an absolute right, since HiQ may still have legal grounds for processing your personal data.

iv. **Limitation on processing.** This means that your personal data is marked so that they may only be processed for certain limited purposes. You may request limitation in cases including when you consider your data to be incorrect and you have requested a correction. Processing of the data will be limited during the time that the accuracy of the data is being investigated.

v. **Data portability.** Under certain circumstances, you have the right to receive the personal data you submitted to HiQ in a structured, commonly used and machine-readable format as well as the right to transmit those data to another controller.

You have the right to object to personal data processing performed with the support of a balancing of interests. If you object to such processing, HiQ will only continue with the processing if there are legitimate grounds for the processing that outweigh your interests.

Use of cookies

HiQ uses cookies to provide a customised and improved experience at hiq.se. Please read more about how this works, why we use cookies and how to turn off this function in our [Cookie Policy](#).

Updating of Privacy Policy

HiQ reserves the right to update our Privacy Policy from time to time. If we do, we will post the updated policy on our website. We ask you to carefully review the updated policy.

Complaints

In Sweden, the Authority for Privacy Protection (Sw. Integritetsskyddsmyndigheten) is the authority responsible for monitoring the application of current data protection legislation. If you believe that we are processing your personal data incorrectly, we encourage you to contact HiQ in the first instance so that we can review your views. However, you can always submit your complaint to the Authority for Privacy Protection (IMY).

How can you contact us?

Contact us at gdpr@hiq.fi or send us a letter using the contact information below. If you have questions about this policy or our processing of personal data, or otherwise want to exercise any of your rights in relation to our personal data processing.

HiQ Oy

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Finland

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