

PRIVACY POLICY – FASHION FUTURE

Last modified: 18th of August 2021

INTRODUCTION

This is our privacy policy. It explains what personal data we collect from you, how we use it and how we protect it. We also explain how you can control what information you share with us while using different services. Our Company name is FASHION FUTURE, but to keep things simple we call our company “FF” or in this policy. Patriksson Group works to ensure that your privacy is protected when using our services. We therefore have a policy setting out how your personal data will be processed and protected. Please stay updated to any changes to this Privacy Policy by visiting our website. We therefore have a policy setting out how your personal data will be processed and protected. Please stay updated to any changes to this Privacy Policy by visiting our website.

This Privacy Policy only concerns users of the Fashion Future platform’s leaders, innovators, activists, talents, other experts and any individuals that provide Fashion Future or any of its employee with personal information for the fulfilment of for example press, marketing, event, collaboration, communication, and promotional services. This policy covers information we collect through our website fashionfuture.co, our widgets, sign-up application, our tracking services, RSVP database, as well as information we collect if you are a user in our network.

Personal data is information about you which could be used to identify you. It can be all kinds of information, such as your email address, name and even your IP number or your browser type. To a large extent you can control what personal data you share with us.

WHO IS RESPONSIBLE FOR YOUR PERSONAL DATA?

The Swedish company, Patriksson Group AB (reg.no. 559041-1665) is together with each national Patriksson Group company (listed below) respectively joint controllers of the personal data you submit to each respective Patriksson Group company when using Patriksson Group’s marketing, media, influencer, VIP and online services and when you provide the respective Patriksson Group company or its employees with personal data for the fulfilment of our services (such as press, marketing, event, communication, influencer, gifting and promotional services) and, thus, Patriksson Group AB and each Patriksson Group company are jointly responsible for your personal data (below together referred to as "**Patriksson**", "**we**", "**us**"). For example: if you have provided your personal data to the Swedish Patriksson company for the use of Patriksson Group’s media bank, the Group’s events "rsvp" system or to be a part of the showroom database and contact database, the Swedish Patriksson company (i.e. Patriksson Communication AB) and Patriksson Group AB will be joint controllers for the processing of your personal data.

Each of the companies listed below are responsible for the fulfilment of the legal obligations of a controller in relation to your rights as a data subject under applicable data privacy laws. Thus, should you wish to use any of your rights with regard to the personal data in scope of this Privacy Policy, you should contact the relevant national Patriksson Group company. Please see further details of your rights and how to use them below.

Sweden: Patriksson Communication AB (reg. no. 556592-7646)

Denmark: Patriksson Communication Aps (reg. no. 38291513)

Norway: Patriksson Communication AS (reg. no. 918347933)

France: Patriksson Communication Paris with the legal company name Relative Mo Ltd (reg.no.: RCS Paris 514 473 172)

HOW DO WE PROTECT YOUR PERSONAL DATA?

We have taken technical and organisational measures to protect your data from loss, manipulation, unauthorised access. We continually adapt our security measures in line with technological progress and developments. However, no data transmission over the internet can be guaranteed to be 100% secure and whilst we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us and you do so at your own risk.

1. Information collected in our services

A. Website and email

If you just browse our website fashionfuture.co or use our app without being logged in, we only collect basic analytical information about how our site is used. If you choose to fill in forms that provides us with personal data – for example when you sign up for an account – we save those details provided for that specific purpose only.

Source | [FASHIONFUTURETHLM.COM](https://fashionfuturethlm.com), FASHION FUTURE APPLICATION AND EMAILS

Description | Basic analytical data about visitors to our website and app. Information shared if you choose to complete forms on our website or choose to provide if you contact us via email.

Processed data | Data regarding your browsing session
Information that you provide in forms

Purpose of processing | Understanding how our website and app are used to be able to improve it
Managing our relationship with you (ex. Evaluating and responding to your user application or your questions).
This legal basis for the processing is our legitimate interest in being able to manage our relationship with the visitors on our website.

Sharing | Statistical and analytical purposes, e.g. collecting statistics in order to improve the user experience when visiting our website. The legal basis for the processing is our legitimate interest in being able to continuously improve our website and provide you as visitor a better user experience. See section 3 Personal Data processed for the purpose of managing our relationship with you are processed until the matter related to your interaction with us has been resolved or closed.

Retention | Personal data processed for statistical and analytical purposes are anonymized upon collection and will therefore not be subjected to any retention.

2. Sharing your information

In addition to the sharing, we have experienced in the tables above, we may also share your information in these ways:

Service Providers. In addition to what is stated in the table above, we may use third party companies and individuals to help with our services, to provide the services on our behalf, to perform service-related tasks (ex. Maintenance services, database management, web analytics and improvement of the service's features) or to assist us in analyzing how our services are used and sending out newsletters. These third parties may have access to your personal data only to perform these tasks on our behalf and are obliged not to disclosure or to use it for any other purpose.

Legal requests and preventing harm. We can disclose any information about you to government or law enforcement officials if we think it is necessary or appropriate to respond to claims and legal process, to protect the property and rights of FF or third party, to protect the safety of the public or any person, or to prevent or stop activity we may consider to be, or to pose a risk of being, illegal, unethical, or legally actionable activity.

Business Transfers. FF may take part in a transaction that involves some or all our assets or shares, including any or all of the information described in this policy.

3. Security and transfers

Information Security. We use safeguards to preserve the integrity and security of your personal information. However, we cannot ensure or guarantee the security of any information you provide to us or guarantee that the information may not be accessed, disclosed, altered, or destroyed by unauthorized persons. We will inform you of any breach of the security, confidentiality, or integrity of stored personal data as required by law.

International Transfer. If you are located outside Sweden and choose to provide information to us, FF transfers personal data to Sweden and processes it there. If we transfer your personal data outside EU/EEA, we will always rely on a transfer mechanism in accordance with the applicable legislation of the European Union and provided that the transfer has been subject to proper risk analysis in accordance with the recommendations of the European Data Protection board. You can always contact us if you want more details about international transfers.

4. Your Rights

Direct marketing. You have an absolute right to object to the processing of your personal data for direct marketing. You also have the right to withdraw your prior given consent. The withdrawal of your consent does not affect the lawfulness of the processing based on the consent before its withdrawal, and we may continue processing your personal data based on other legal grounds, except for direct marketing.

Information, correction, rectification, completion, erasure, restriction of processing. You have the right, under certain circumstances, request access and further information concerning the processing of your personal data, or request that we correct, rectify, complete, erase or restrict the processing of your personal data. You have the right to obtain a copy of the personal data that we process relating to you free of charge. For any additional copies requested by you, we may charge a reasonable fee based on administrative costs.

Portability. If the processing is based on the legal grounds consent or fulfilment of contract you have the right to data portability. Data portability means that you can receive the personal data that you have provided to us, in a structured, commonly used and machine-readable format, and have the right to transfer such data to another data controller.

5. Contact Information

To exercise your right, or if you have any questions regarding our processing of your personal data, please contact us at the following addresses:

Sweden Patriksson Communication AB

Cardellgatan 1
11436 Stockholm
Sweden

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Telephone number:
+46 8 528 00 590

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Email:
Hello@patrikssongroup.com

Denmark Patriksson Communication Aps

Christian IXs Gade 7
1111 Copenhagen
Denmark

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Telephone number:
+45 33 15 00 40

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Email:
helloceph@patrikssongroup.com

Norway Patriksson Communication AS

Parkvein 60
0254 Oslo
Norway

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Telephone number:
+47 92 46 66 32

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Email:
hellooslo@patrikssongroup.com

France Patriksson Communication Paris

108 Rue Vielle du Temple
75003 Paris
France

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Telephone number:
+33 1 44 77 9360

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Email:
helloparis@patrikssongroup.com

If you have any complaints regarding our processing of your personal data, you may file a complaint to the component data protection authority. You can find out more about the local data protection authorities under the following link https://ec.europa.eu/info/law/law-topic/data-protection_en.

6. Changes to the Policy

Note that this policy can be modified, so check back frequently. We will notify you of any changes to the policy by posting a new policy and updating the “last modified” date at the top of this page. If we collect any new personal data about you or use it in a new way, we will ask to agree before.

7. Links to other sites

When using our services, website or visiting sites in our Network you may be directed to other websites where the personal data collected is outside of our control. The Policy of the other website will apply for the personal data obtained from you on that website.