



PRIVACY POLICY

- FOR THOSE WHO HAVE AN ACCOUNT WITH US

Taxi Göteborg Ekonomisk Förening, corporate identity number 757200-4351 ("Taxi Göteborg") is responsible for processing your personal data (personal data controller). For us at Taxi Göteborg, privacy is an important part of our promise to you as a customer as well as a way to distinguish ourselves from rogue taxi companies. Both during the trip and when your personal data is processed, you shall always feel safe with us constantly making your integrity our first priority. Thus, it is completely natural for us to always protect your personal data in the best way possible and to comply with all applicable laws and regulations regarding data protection at any given time.

Through this privacy policy, we wish to inform you on how your personal data is being processed because either you, your family member or the company you work for have registered an account with us.

In addition to the terms of this policy, we also process personal data because you make, or have made, a trip with us, such as personal data that in one way or another is related to your trip. You can read more about this in our general privacy policy, which will be available on our website shortly.

Where the following text says "you", this refers to you as a private account customer, as a family account customer as well as a corporate account customer.

Our contact information

If you wish to get in touch with Taxi Göteborg regarding your personal data, or if you wish to exercise any of your rights, the easiest way to reach us is by e-mail: dataskydd@taxigoteborg.se. Our mailing address is Box 8803, 402 71 Göteborg.

How do we process your personal data?

It is important to us to be as clear as possible about how we process your personal data. In the table below, you can see why we process your personal data, what categories of data we process and what the legal grounds for this processing are. You can also see how long we process your personal data.

All collection and processing of your personal data is made for the overall purposes of managing your account, making it easier for those who have chosen to have an account with us and providing you with relevant offers and information, as well as complying with applicable laws and regulations.

To manage your account			
For what purposes do we process your personal data?	What personal data do we process?	What are the legal grounds for this processing?	How long do we store your personal data?
To create and manage your account.	Your name as a contact/administrator, mailing address, e-mail address, phone number and travel history. If you have a family account, personal data for each person registered to this account will be processed.	This processing is necessary to fulfill our agreement with you.	We will delete your account and associated information if you have been inactive for two (2) years, provided you have no debts to us. By inactive, we mean that you have not made a trip linked to your account or otherwise shown interest in your account, such as logging in. If you contact us and ask us to keep your account in spite of your inactivity, we'll keep your account (until two more years of inactivity).
In order for you to see your previous trips linked to your account, under my pages on our website. This also includes trips booked through our app if you have connected the app to your account.	Your completed trips linked to your account, i.e. your travel history and to what amount these trips have been made.	Consent you have given by accepting storage of your travel history, to enable you to view your previous trips linked to your account.	Data is stored for two years from completed trip.
To enable payment by invoice.	Name, mailing address, e-mail address and personal identity number.	This processing is necessary for accepting payments by invoice, and thereby being able to fulfill our agreement with you.	The data is stored until the invoice is paid in full. We will delete your personal identity number if you no

		Processing your corporate identity number or your personal identity number is justified by the importance of a safe identification of you as liable to pay for the trip.	longer wish to be able to pay by invoice, provided you have paid all your debts. We will delete your account and associated information if you have been inactive for two (2) years, provided you have no debts to us.
To conduct a credit check with the purpose of assessing your payment ability in case you wish to pay for your trips by invoice.	Your personal identity number, your contact information and information collected from credit reporting agencies, i.e. information regarding your financial situation.	This processing is necessary to provide credit, to accept payment by invoice and thereby being able to fulfill our agreement with you. Processing your corporate identity number or your personal identity number is justified by the importance of a safe identification of you as liable to pay for the trip.	Data necessary for conducting the credit check, and the result from this, will be deleted as soon as your payment ability is verified.
To calculate your customer bonus.	Data collected from your completed trips, i.e. your travel history to what amount these trips have been made.	This processing is necessary for us to be able to calculate your bonus and thereby being able to fulfill our agreement with you as a registered customer.	This data is deleted as soon as the bonus has been paid out, or your annual bonus report has been delivered.
To pay your customer bonus.	Your customer bonus, your account number and your contact information.	This processing is necessary for us to be able to pay your customer bonus and thereby being able to fulfill our agreement with you	This data is deleted as soon as the bonus has been paid out, or your annual bonus report has been delivered.

		as a registered customer.	
To send newsletters.	Your e-mail address.	Based on a balance of interest, since you have chosen to register an account with us, our assessment is that our legitimate interest in sending direct marketing to you, as a registered customer, outweighs your interest in not getting your personal data processed. (For further information about how this balance of interest has been made, please see the information below the tables.)	Until you have been inactive for two (2) years or until you unsubscribe from our newsletter.

Especially for you who use our app			
For what purposes do we process your personal data?	What personal data do we process?	What are the legal grounds for this processing?	How long do we store your personal data?
To connect the app to your account.	Your account information.	This processing is necessary to fulfill our agreement with you.	Until your account has been connected to the app.
In order for you to see your previous trips booked through the app.	Your completed trips booked through the app, i.e. your travel history to what amount these trips have been made.	Consent you have given by accepting storage of your travel history, to enable you to view your previous trips made through the app.	Data is stored for two years from completed trip
To save your card information in the app.	Your name and your card information.	Consent you have given by accepting storage of your card	We will delete your card information submitted to our

		information in our app.	app if you have been inactive for two (2) years, provided you have no debts to us. By inactive, we mean that you have not made a trip linked to your account or otherwise shown interest in your account, such as logging in. If you contact us and ask us to keep your account in spite of your inactivity, we'll keep your account (until two more years of inactivity).
To enable pre-booking and pre-payment of your trips.	Address and time, regarding pick-up spot and destination, name of passenger and his/her phone number, and your card information.	This processing is necessary to fulfill our agreement with you.	Data will be stored until your trip is completed and paid in full.

Why do we send you newsletters?

Taxi Göteborg process your e-mail address to send newsletters to you who have chosen to have an account with us. We do this on the basis of a balance of interest since we estimate that our legitimate interest outweighs your interest in, and fundamental rights to, not having your personal data processed. Learn how we made this balance of interests in the paragraph below.

We have a legitimate interest of processing your e-mail address to provide you with information and offers. You, or the company you represent, have actively chosen to have a registered account with us, and thereby a relationship with us. In our experience, our account customers often appreciate receiving our newsletter. We give you the opportunity to easily opt-out of receiving newsletters. We abide by good marketing practices, such as not sending out newsletters too frequently. With this in mind, we have concluded that Taxi Göteborg's legitimate interest outweighs your interest in not getting your personal data processed. If you do not agree, you can, at any time, object to us processing your data for marketing purposes.

What happens if personal data is not submitted to us?

The personal data you submit when creating an account is required to make you a registered customer. If you do not submit this data, we cannot create or manage an account. If you do not submit your personal identification number / corporate identification number you cannot pay by invoice. If you do not submit your account number or your contact information, we cannot pay out your customer bonus.

Who can access your personal data?

As a basis, your personal data is processed by Taxi Göteborg only. However, we may share data with our internal and external IT providers. For sending out newsletters, we use our personal data assistant Mailgun. Any other suppliers we engage may also have access to all the personal data we process, but only to the extent necessary to fulfill their commitment in relation to us. Each supplier process personal data strictly on our behalf and in accordance with our instructions.

Transfer outside EU/EEA

As a rule, Taxi Göteborg process your personal data within the EU/EEA. In some cases, we may use providers outside the EU/EEA. When transferring personal data outside the EU/EEA, this is done only when we have legal grounds for this in accordance with applicable laws and regulations for data protection.

As a part of our process for providing you with our newsletter, we share your e-mail address with our Privacy Shield Certified personal data assistant Mailgun in the USA. According to a decision of the European Commission, personal data may be transferred to recipients in the United States, provided that the recipient is Privacy Shield Certified. Privacy Shield is an EU-US agreement aimed at protecting Europeans fundamental rights and ensuring legal certainty for companies who transfer personal data to the United States. US companies wishing to become Privacy Shield Certified may apply to the US Trade Department to ensure that the company's privacy policy complies with the high security standards required by Privacy Shield.

Your rights

You have certain rights regarding the processing of your personal data, see description of your rights below. To exercise your rights, you are welcome to contact us, via the contact information stated above.

- *Revoke your consent:* You are entitled to withdraw all of, or part of, a given consent for processing personal data at any time. However, the withdrawal of your consent will not affect our processing of your personal data before the revocation took place.
- *Right of access:* You are entitled to receive confirmation of whether your personal data is processed, and access to information about how your personal data is processed, for example: the purpose of the processing and the categories of personal data to which it applies. You are also entitled to receive a copy of the personal data being processed.
- *Right to rectification:* You are able to change your personal data by logging in to your account. You also have the right to, without unnecessary delay, get incorrect personal data corrected, and by providing information supplement incomplete personal data.

- *Right to erasure (right to be forgotten):* Under certain conditions, you are entitled to request the deletion of your personal data. Such conditions exist if your personal data is no longer necessary for the purposes for which they were collected or processed, if you revoke your consent for which the processing is based and there is no other legal grounds for the processing, if you object to the processing and there are no outweighing legitimate reasons for continuing, when personal data have been processed illegally or if personal data has to be deleted to comply with a legal obligation covered by Taxi Göteborg.
- *Right to restriction of processing:* Under certain conditions, you have the right to request a restriction for processing your personal data. Such conditions exist if you contest the accuracy of the data (however, only for a time that allows us to check this), if the processing is illegal and you oppose the deletion of your personal data and instead request a limitation on the use of the data, if you need the personal data to assert or defend legal claims even though we no longer need the personal data for the purpose of the processing, or if you have objected to the processing and we did not check whether our legitimate interest in processing your personal data outweighs your interest in not getting your personal data processed.
- *Right to object to processing:* You have the right, at any time, to object to the processing of your personal data that is based on a balance of interest. You also have the right to object to the processing of your personal data for marketing purposes (for example sending out newsletters). If you oppose marketing, your personal data will no longer be processed for such purposes.
- *Right to lodge a complaint:* You have the right to lodge a complaint with the Swedish supervisory authority (Datatillsynsmyndigheten, which will be renamed Integritetsmyndigheten during 2018) or other competent regulatory authority supervising the processing of personal data.
- *Right to data portability:* Under certain conditions, you also have the right to extract the personal data that you have provided us with in a structured, widely used and machine-readable format and may transfer these to another personal data controller (data portability). The right to data portability exists when the processing is based on your consent or on an agreement and the processing is automated. You are entitled to transferring of personal data directly from us to another data controller when this is technically possible.