



PRIVACY POLICY

- FOR THOSE WHO DO NOT 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 you make, or have made a trip with us, i.e. personal data that in one way or another is connected to your trip.

Where the following text says "you", this refers to you as an individual customer, as well as a corporate client.

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 performing a trip for you, for information and complying with applicable laws and regulations.

To perform your trip			
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 be able to pick you up.	Address and time, regarding pick-up spot and destination, name of passenger and his/her phone number.	This processing is necessary for us to perform our service for him/her.	We delete associated information after two (2) years, provided you have no debts to us.

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. 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.

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 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 (Datainspektionen, 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.