

Privacy notice to account applicants & account holders

(acting as customers and/or suppliers to Lantmännen)

1.1 Introduction

Lantmännen ek för ("**Lantmännen**" or "**we**") is the data controller for the processing of personal data that occur in connection to your account application and the ongoing administration of your account. In this privacy notices, we describe what personal data Lantmännen processes about you, for what purposes that processing occur and what your rights are in connection to the processing.

We safeguard your privacy and work continuously to ensure a high level of protection when we process your personal data. We therefore take appropriate technical and organizational safety measures to protect your personal data against unauthorized access, alteration, dissemination or destruction. All personal data processing within Lantmännen takes place in accordance with applicable data protection legislation, which since 25 May 2018 is the European Parliament and Council Regulation (EU) 2016/679 ("**GDPR**").

1.2 Categories of personal data being processed

The categories of personal data we may process about you in connection to your account application and account holdings at Lantmännen include, but are not limited to, the following (if your account application concerns card-payments, only the information in bold letters below are processed):

- **Your contact details, such as name, address, delivery-address/unloading location/production site (including coordinates), phone number and email-address**
- **Corporate identity number, national identification number** and VAT registration number
- Credit information and credit checks
- Bank details such as account number, 'bankgironummer', 'autogironummer' and payment details
- Information about your estimated and actual turnover (purchases from and deliveries to Lantmännen)
- Information about your production profile, such as your production focus and acres
- Information about your customer profile, such as customer number, customer group, customer category, customer segment and price range

- Information connected to 'Know Your Customer', such as ownership structure, beneficiary owner, PEP-status (politically exposed person) and ID-documentation (passport, driver's license, BankID)

1.3 Purpose for processing

The categories of personal data that we process about you in connection to your account application and account holdings at Lantmännen are necessary for one or more of the following purposes (if your account application concerns card-payments, the information is only processed for purposes in bold letters below):

- **To administer and fulfill the account agreement with you, e.g. regarding deliveries, account changes and invoicing/payments**
- **To communicate with you and provide you with information about your account**
- To perform credit checks
- To enable automatic payments of e.g. purchase invoices, interest rate fees and claims fees as well as to enable advance payments of grain
- For reporting purposes and to compile (anonymized) statistics of our account-holders
- **To maintain traceability in deliveries or in claims- and quality matters**
- To conduct ID controls and perform risk assessments (Know Your Customer), e.g. regarding beneficiary owners and PEP-status
- **For marketing purposes, e.g. via email and SMS/MMS about Lantmännen, our Group companies and our business partners (you can 'opt-out' by a link in each send-out). Direct marketing may to some extent be adapted based on a few parameters which are combined from different sources, such as the size of the agriculture, production profile and turnover**
- **To provide, maintain, test, improve and develop Lantmännen's products and services as well as the technical platforms supporting these**

1.4 Legal ground for processing

Most of the personal data we process about you in connection to your account application or account holdings are necessary for purposes that aim at fulfilling our contract with you (including our rights and obligations towards you as a result of your account holding). We also process your personal data for purposes which aim at fulfilling our legal obligations, e.g. when we conduct ID controls and risk assessments related to Know Your Customer to manage invoices via Lantmännen Finans AB (whose operations fall under Swedish anti-money laundering legislation – 'Lag (2017:630) om åtgärder mot penningtvätt och finansiering av terrorism'). In some cases, we are also legally obliged to disclose your personal data to our other business partners, e.g. on the basis of legislation regarding traceability in deliveries, claims and quality matters.

Some processing is based on a balancing of interest where our legitimate interest is to be able to direct marketing and offers to you. Marketing may also be targeted towards you for a certain period (up to one year) after your account holding has ceased. However, you can opt-out from this via a link in each send-out respectively. If we process your personal data for purposes which require your prior consent, we will obtain such consent before we start the processing in question.

1.5 Retention period

Your personal data will only be retained for as long as they are necessary in order for us to administer the account agreement with you, or for as long as we are obliged to store them according to law. They are thereafter deleted in accordance with Lantmännen's erasure routines.

1.6 Disclosure and transfer of personal data

Lantmännen may come to share your information with other Group companies in order to fulfill the purposes for processing described above. We may also share your personal data with external parties providing services to Lantmännen, such as companies providing us with IT-systems/IT-services or services related to credit checks, marketing, analysis and statistics. When personal data are disclosed to or shared with external parties acting as data processors to Lantmännen, we enter into agreements with such parties in order to regulate how they may process personal data on our behalf. If personal data are to be transferred outside of the EU/EEA as part of disclosing or sharing it with external parties, we ensure that an adequate level of protection of personal data can be achieved in the receiving country, e.g. by entering an agreement with the data recipient including standard clauses issued by the EU Commission.

Lantmännen may also come to share your personal data with our other business partners, e.g. on the basis of legislation regarding traceability in deliveries, claims and quality matters. When you sign your account application through BankID, your personal data will also be shared with the provider of the e-service that you use for BankID (i.e. the bank you are identifying yourself against). Lastly, your personal data may also come to be shared with authorities if required by law and/or authority decision.

1.7 Your rights and our contact details

You have several rights in connection to Lantmännen's processing of your personal data according to applicable data protection legislation. These rights include the following:

- A. **Right of access:** i.e. to get a confirmation of and information about the processing of your personal data, e.g. in a register transcript

- B. **Right to rectification:** i.e. to have your personal data corrected if inaccurate or incomplete
- C. **Right to erasure ('right to be forgotten')**: i.e. to have personal data processed about you deleted/anonymized (limited to personal data that, according to law, can only be processed with your consent and in case you revoke such consent)
- D. **Right to restriction of processing:** i.e. to limit the processing of personal data (under certain circumstances, e.g. if you oppose to the accuracy of the data)
- E. **Right to data portability:** i.e. to gain access to your personal data in a simple and transferrable format (under certain circumstances, e.g. limited to data provided to us by you)
- F. **Right to object to the processing**

You also have the right to file a complaint with a supervisory authority if you are of the opinion that your personal data has been processed in violation to applicable data protection regulation. If you wish to receive additional information about how your personal data is being processed, or if you want to exercise any of your rights above, please contact us at Lantmännen Cash-service, phone number +46 (0)771-111 225 or send a written request to dataprotectionofficer@lantmannen.com