

Rockskolan Privacy Policy

Why and for whom?

At Rockskolan Sverige, administered by Swedish Music Group AB (org. no. 556913-9925) ("Rockskolan", "we", "us", "our"), we care about personal privacy. This means we respect and safeguard your privacy and your right to control and transparency in the processing of your Personal Data.

Rockskolan is the Data Controller in relation to the Processing of Personal Data listed in this Privacy Policy ("Policy"). The Policy describes the purposes for which we need your Personal Data, the legal basis we rely on, and the measures we take to protect personal data. We also inform you about how you can exercise your rights related to our processing of your Personal Data.

We will also list our Data Processors so that you can be 100% certain of where your Personal Data is stored and processed.

This Policy informs about our handling of Personal Data when you communicate with us, use the Service, or visit our website <https://rockskolan.com> (collectively referred to as "Functions").

This policy is directed towards:

- Users of the Service
- Potential customers
- Customers
- Visitors to our website

Definitions

- **Processing** of Personal Data refers to any operation performed on Personal Data, such as storage, modification, reading, transfer, etc.
- **Applicable Law** refers to legislation applicable to the processing of Personal Data, including the General Data Protection Regulation (GDPR), supplementary national legislation, as well as case law, guidelines, and recommendations issued by a national or European supervisory authority.
- **Personal Data** refers to any kind of information that can be linked to an identifiable, living person.
- **Data Controller** refers to the company/organization that determines the purposes and means of Processing Personal Data and is thereby responsible for ensuring that Personal Data is processed in accordance with Applicable Law.
- **Data Processor** refers to the company/organization that processes Personal Data on behalf of the Data Controller and is thereby only permitted to process Personal Data according to the Data Controller's instructions and applicable legislation.
- **Data Subject** means the living, natural person whose Personal Data is being processed.
- **The Service** refers to music education.

Rockskolan's Responsibility for Personal Data

The information in this Policy covers the Processing of Personal Data for which Rockskolan is the Data Controller, meaning the Processing where we determine the purpose (why processing is performed) and the means (how it is done, what data is used, duration, etc.). This Policy does not describe how we process personal data in the role of a Data Processor – i.e., when we process personal data on behalf of our customers.

Rockskolan provides music education and music-related activities for many types of customers, often on an individual basis. To tailor the education to the individual, we need to collect and manage information that our staff needs for instruction. In some cases, we also need information about legal guardians. To fulfill our accounting obligations regarding orders and purchases of lessons, we also need to collect and store information about transactions and customers.

Rockskolan's Processing of Personal Data

We are responsible for describing and demonstrating how we comply with the requirements for processing your Personal Data. This section aims to inform you about:

- Why the Processing of Personal Data is necessary in relation to its purpose
- The legal basis for the Processing

Legal Bases

- **Contract** – Processing is necessary to fulfill obligations in an agreement between us and the Data Subject or to prepare for entering into an agreement with the Data Subject.
- **Legitimate Interest** – Rockskolan may process personal data if we have assessed that there is a legitimate interest that outweighs the Data Subject's interest in personal privacy, and if the Processing is necessary for the relevant purpose.

How Long Do We Store Your Personal Data?

We store your Personal Data for as long as necessary for the purpose for which it was collected. Depending on the legal basis we rely on, this may be:

- Based on a **contract**
- **Dependent on valid consent**
- **Required by law**
- **Based on an internal assessment considering legitimate interest**

Below, we specify (where possible) the period for which Personal Data will be stored or the criteria used to determine the period.

Processing of Customer Data

Purpose: Processing of personal data related to customers who have made purchases and become members of Rockskolan:

- Storing information necessary for financial accounting of completed purchases.
- Sending requested information and responding to inquiries to assist customers and potential clients.
- Internal storage and sharing of data necessary to communicate with customers and users.
- Internal storage and sharing of data necessary to understand users' musical background, goals, and preferences in order to tailor the education, analyze audiences, and improve the service.
- Analyzing service usage to improve and develop offerings.
- Informing and marketing the business to attract potential customers.

Categories of Personal Data Processed

- First Name
- Last Name
- Email Address
- Personal/Organization Number (only for credit purchases via Svea Ekonomi)
- Address
- Phone Number
- Scheduling Preferences
- Student's Name
- Student's Date of Birth
- Student's Musical Background
- Student's Musical Ambitions and Goals
- Whether the customer wishes to receive information from Rockskolan in the future
- How the customer first learned about Rockskolan
- Why the customer chose to start lessons
- Why the customer chose Rockskolan

Source: Directly from the Data Subject. **Legal Basis:** Contract – General terms in the purchase agreement and membership terms. **Retention Period:** During the ongoing membership at Rockskolan, while the purchase contract is active, and/or as long as our accounting obligations require (7 years).

Your Rights

Under GDPR, you have the following rights:

- **Access** – Obtain information about the personal data we process about you.
- **Rectification** – Request correction of incorrect data.
- **Erasure** – Request deletion of your data.
- **Objection** – Object to certain processing of your data.
- **Restriction** – Request that we limit the processing of your data.
- **Data Portability** – Request your data in a machine-readable format.
- **Withdraw Consent** – If processing is based on consent, you may withdraw it at any time.

Data Processors

We collaborate with the following companies for data processing:

- **Fortnox AB:** Bookkeeping and transactions.
- **Svea Ekonomi:** Installment payments and credit checks.
- **Klarna:** Payments.
- **PayPal:** Payments.
- **Abicart AB:** Secure e-commerce management.
- **Mailchimp:** Email communication.

Security

We have taken technical and organizational measures to ensure that your personal data is handled securely and protected from loss, misuse, and unauthorized access.

If We Do Not Fulfill Our Commitments

If you believe we are handling your Personal Data incorrectly, even after notifying us, you always have the right to file a complaint with the **Swedish Authority for Privacy Protection (IMY)**.

Changes to the Policy

We reserve the right to make changes to this Policy. If a change affects our obligations or your rights, we will inform you in advance so that you have the opportunity to review the updated policy.

Contact

If you have questions about your rights or how we process your personal data, contact us: Email: support@rockskolan.com