

Privacy Policy - Information on the Processing of Personal Data - GDPR (2024-02-13)

World of Holistikah Sweden AB (registration number 559366-4690) ("Holistikah") is a Swedish company that, through its digital platform, enables advertising and booking of services within holistic health. The following information is intended for you as a supplier and practitioner of the services and for you as an end customer booking the services, and describes the type of information collected and for what purpose. HOLISTIKAH processes personal data in accordance with the EU's privacy legislation GDPR (General Data Protection Regulation).

1. General

1.1. Personal Data

Personal data refers to information related to an individual person that can directly or indirectly lead to their identification. This information includes, but is not limited to, name, address, telephone number, email address, booking, payment, and order history, delivery and billing information, as well as payment information, and other additional information provided in connection with booking or delivery of services. This may include data such as login information and IP address.

Certain pages on our website contain links to websites operated by third parties. These websites have their own privacy policies, and Holistikah is not responsible for their operations or information practices. Users who submit information to or through these third-party websites should therefore review the privacy policies of these websites before providing any personal data.

For the collection, storage, and handling of information obtained through cookies, please refer to our cookie policy.

1.2. What Personal Data Does Holistikah Collect?

The personal data that Holistikah may collect about you includes:

- name and contact information such as address, mobile number, and email address;
- booking, payment, and order history;
- delivery and billing information, as well as payment information, and other information that you provide in connection with booking or delivery of a product or service;
- username and password for your member account in our app or on our website;
- other information relevant to customer surveys, advertisements, or offers, other user-generated information that you actively choose to share via our website;
- and/or technical information such as IP address and which pages you have visited on our website.

1.3. Where Do We Collect Your Personal Data From?

Holistikah collects personal data via our website when you, for example, book or purchase a service, subscribe to our newsletter, or create an account. Collection also occurs when you contact us via email, phone, or chat and further occurs through agreements, invoices, or other business contacts if you are a customer or contact person for any of our business partners. Collection may also occur from third parties in the form of subsidiaries, public registers, or any of our partners.

1.4. Purposes and Legal Basis for Collection

Holistikah values personal privacy and does not collect more personal data than necessary. The legal bases for the collection are:

- Performance of the contract - To process bookings, handle customer complaints, and carry out payments, provide order history, perform service delivery, carry out payments, and provide access to our services and associated features.
- Legal obligation - The collection of data must comply with applicable legislation and regulations.
- Legitimate interest - To maintain communication with you as a customer or company representative via email and to manage purchases, business relations with suppliers, partners, and other parties, we process personal data about contact persons or other individuals for these purposes. The collection of personal data is also done for statistical

purposes and to provide, implement, and improve our services, including analysis of customer behavior to provide relevant information and marketing. Additionally, personal data may be collected to send direct marketing and conduct customer surveys with the customer's consent.

2. Storage, Security, and Deletion

Your personal data is stored for as long as necessary for the purpose of processing and according to the legal requirements imposed on Holistikah to retain such data. The length of the storage period varies depending on the type of data and may therefore vary. The same data may be retained for different purposes. When the storage period has expired, the data is deleted or anonymized. We regularly review the need to retain your data in accordance with applicable legislation.

Holistikah values protecting your personal privacy and applies high security standards to ensure that your personal data is processed securely. We take reasonable measures to ensure compliance with our privacy policy. However, it is important to note that the transfer of data is at your own risk, as the transmission of information over the internet and mobile networks can never be guaranteed to be completely secure.

3. Processing of Data to Countries Outside the EU/EEA

We always strive to process your personal data within the EU/EEA. However, your personal data may need to be transferred to companies outside this area in cases where a service provider located outside the EU/EEA is used. Should such a transfer occur, due to, for example, a service provider being located in a third country, the transfer is made in accordance with applicable law. Holistikah will only transfer personal data to a country outside the EU/EEA if an adequate level of protection is ensured.

4. Transfer of Personal Data

Holistikah strives to exercise caution in all situations involving the transfer of personal data but may, in the following circumstances, transfer your personal data to data processors:

Third-Party Service Providers

Your personal data will be shared with selected companies that assist us in delivering our services. For example, we use providers of storage and communication services, payment and accounting services, email dispatch, IT services such as cloud services, personnel administration, and analytics tools. The providers who process personal data on our behalf have entered into data processing agreements with us in accordance with applicable law. Companies that we engage to assist with recruitment and selection have their own responsibility for the processing of your personal data.

In the event that we decide in the future to sell or transfer all or parts of Holistikah, your personal data may need to be shared with or transferred to parties involved in that process.

Holistikah may also transfer your personal data to data controllers in the following situations:

- Collaboration Partners

Collaboration partners with whom we work and who offer their services through us may access your personal data to the extent necessary for them to fulfill their obligations regarding the booking to you.

- Payment Solution Providers

When making a purchase, payment may be made directly through one of our payment solution providers. Your personal data may then be disclosed to such payment solution providers.

- Corporate Transactions

In the event that we decide in the future to sell or transfer all or parts of Holistikah, your personal data may need to be shared with or transferred to parties involved in that process.

- Legal Obligations

Your personal data may sometimes need to be shared with authorities, courts, and other parties. This applies if it is required of us to comply with the law, in connection with a legal process, or to respond to a request from supervisory authorities or other authorities.

5. Rights

You have the right to receive information about and influence how your personal data is processed by us. Below is a brief summary of your rights:

- Right to information about and access to your personal data and how it is processed.
- Right to correct incorrect data and to complete incomplete or misleading personal data.
- Right to object to the processing of your personal data in certain cases.
- Right to restrict the processing of personal data until incorrect data has been corrected or an objection from you has been addressed.
- Right to request that your personal data be deleted if the data is no longer necessary for the purpose for which it was collected.
- Right to request the transfer of your personal data in electronic format.
- Right to lodge a complaint with the supervisory authority. You have the right to contact and lodge complaints with the Swedish Data Protection Authority if you believe that your personal data has been mishandled by us. Read more at www.datainspektionen.se.

6. Contact

If you have any questions regarding how we process your information, feel free to contact us at: support@holistikah.com.