

# Privacy Policy

## 1 Privacy Policy

We recognise the importance of privacy and protecting the personal information of visitors to our websites. This Policy is designed to help you to understand when and how your personal information is processed on all Websites owned or operated by LumenRadio.

This Privacy Policy explains why, when, and how we process personal information about you.

## 2 Information Collection and Use

### 2.1 Personally Identifiable Information

We process personally identifiable information about you to provide you with access to our services, to fulfil our services to you, and/or the organisation you represent, to improve our services to you and/or to provide you with information on LumenRadio products and services. Personal data, which is collected, consists of general contact and personal information, such as name, address, e-mail address and telephone number.

If the Website or a section thereof is password protected, then (i) once you submit your password, the Website will identify who you are and may collect and store all information that you submit, including all instructions and communication, and (ii) any information collected and stored about you from the Website may be combined with other information that we have about you.

### 2.2 Statistical Information

We may record certain usage information, such as the number and frequency of visitors to our Websites. This information may include the Internet browser you are using, your IP address and the websites that you access immediately before and after your visit to our Websites. Such data is used on an aggregate basis across personal and company data, and we will not disclose to third parties any information that could be used to identify you personally.

### 2.3 Online Behavioural Advertising

Online Behavioural Advertising (OBA) allows LumenRadio to deliver targeted advertising to people who visit our websites. As you browse our sites, some of the cookies we place on your computer will be advertising cookies, so we can understand what sort of pages you are interested in. When you leave LumenRadio websites, we may through the use of these cookies then show you advertisements relevant to pages you have visited on our site. For example if you have been reading a lot of e-invoicing pages, you may later see LumenRadio advertisements promoting e-invoicing as you visit other websites.

It is important to remember that none of the OBA techniques we use will collect personally identifiable information such as your name, email address, postal address or phone number.

If you would like more information about OBA and how to opt out of it, please visit <http://www.youronlinechoices.com> if you are a resident of the EU or <http://www.networkadvertising.org> if you are a resident of the US.

### 2.4 Use of Service Providers

LumenRadio may use service providers or other third parties to operate our Websites. The service providers and third parties may undertake tasks such as sending postal mail and e-mail. These persons may have access to your personally identifiable information, but only for the purpose of performing their duties. These personnel may not use your personally identifiable information for any other purpose.

### 2.5 Compliance with Laws

LumenRadio will not provide any personally identifiable information to any other persons, except if we are required to make disclosures by any law, any government or private parties in connection with a pending legal or administrative action.

### 2.6 Electronic Marketing

LumenRadio may send you electronically or as hard copy information on the products and services you have been using or acquiring and other products and services related to such products and services. It is our policy to include instructions for unsubscribing from receiving our e-mails. We recommend that you do not send us any individual personal information via non secure methods of correspondence, including via public electronic communication channels, such as Internet e-mail, which are generally not secure.

## 2.7 Disclosure to Third Parties

The personal information you provide to us will only be provided to third parties with your permission, or as set out in this Privacy Policy. We may disclose details about the general use of our Websites to third parties. We may for example demonstrate patterns of use to advertisers and other business partners. Information passed on for this purpose will not include any personal information by which you may be identified. LumenRadio will endeavour to prevent unauthorised disclosures of your personal information by third parties. However we are not responsible for any unauthorised disclosures or other breaches of security or for the actions of others if the information was passed to them with your authority or with the authority of anyone other than us or our group companies.

## 3 Cookies

### 3.1 Cookies on our Website

Cookies are small text files that are stored in your computer's memory and hard drive when you visit certain web pages. They are used to enable websites to function or to provide information to the owners of a website.

Cookies that are used on our Websites help LumenRadio to provide customised services and information. LumenRadio uses cookies on all our Websites to gather information how and when pages in our Websites are visited, what our users' technology preferences are and whether our Websites are functioning properly.

On our password-protected sites, the website may use cookies or other technology to help us authenticate you, store and recognise your configuration and user attributes, facilitate your navigation of the Website and customise its content.

In general terms, we use cookies on our Websites for the following purposes:

**Analytical purposes:** Analytical cookies allow us to recognise, measure and track visitors to our Websites. This helps us to develop the way our Websites function, by determining whether site visitors can find information easily, or by identifying the aspects of websites that are of the most interest to them, for example.

**Online Behavioural Advertising purposes:** Placing cookies on your computer means that after you leave our website we can show you advertisements about LumenRadio that you might be interested in, based on your previous behaviour on our website. You can find more information on this in the Online Behavioural Advertising section of our Privacy Policy, including how you can 'opt out'.

**Usage preferences:** Some cookies on our Websites are activated when visitors to our sites make a choice about their usage of the Website. Our Websites then use the settings preferences of the user in relation to future visits. This allows us to tailor the experience on our Websites to the individual user.

**Policy Administration:** We use cookies to record when a site visitor has seen a policy, such as this one, or provided consent, such as consent to the terms and conditions on our Websites. This avoids repeated questions to a user regarding the same terms.

**Session management:** The software that runs our websites uses cookies for technical purposes needed by the internal workings of our servers. For instance, we use cookies to distribute requests among multiple servers, authenticate users and determine what features of the site they can access, verify the origin of requests, keep track of information about a user's session and determine which options or pages to display in order for the site to function.

**Functional purposes:** Functional purpose cookies store information that is needed by our applications to process and operate. For example, where transactions or requests within an application involve multiple workflow stages, cookies are used to store the information from each stage temporarily, in order to facilitate completion of the overall transaction or request.

The site [www.allaboutcookies.org](http://www.allaboutcookies.org) includes more information about cookies in general, including instructions for managing cookies on many commonly used browsers, or you may consult the vendor documentation for your specific software.

Cookies are required in order to provide you with personalised features on our Websites.

When you visit our Websites, you may receive cookies that are set by third parties. These may include cookies set by search engines or other third party applications. These cookies are used for the purposes described above in this section. We do not control the setting of these third party cookies, so we recommend you to check the third party websites for more information about their use of cookies and how to manage them.

### This Website uses the following cookies:

#### **Analytics cookies:**

**Google Analytics:** This cookie allows us to see information on user Website activities including, but not limited to page views, source and time spent on Website. The information is depersonalised and is displayed as numbers, meaning it cannot be tracked back to individuals. This will help to protect your privacy. Using Google Analytics we can see what content is popular on our Website, and strive to give you more of the things you enjoy reading and watching.

**Google Analytics Remarketing:** Places cookies on your computer which means that after you leave our website Google can show you advertisements about LumenRadio that you might be interested in, based on your previous behaviour on our website. This information is not personally identifiable. You can find more information on this in the Online Behavioural Advertising section of this Privacy Policy, including how you can 'opt out'.

**Google AdWords:** Using Google AdWords code we are able to see which pages helped lead to contact form submissions. This allows us to make better use of our paid search budget. This information is not personally identifiable.

**Google Adwords Remarketing:** Places cookies on your computer which means that after you leave our website Google can show you advertisements about LumenRadio that you might be interested in, based on your previous behaviour on our website. This information is not personally identifiable. You can find more information on this in the Online Behavioural Advertising section of this Privacy Policy, including how you can 'opt out'.

**Facebook Remarketing:** Places cookies on your computer which means that after you leave our website Facebook can show you advertisements about LumenRadio that you might be interested in, based on your previous behaviour on our website. This information is not personally identifiable. You can find more information on this in the Online Behavioural Advertising section of this Privacy Policy, including how you can 'opt out'.

**Act-On:** Our Act-On application employs cookies in order to recognise a return visitor as a unique user. The cookies placed by our Act-On application are readable only by Act-On, and cookies cannot access, read or modify any other data on a computer. We do link the information we store in cookies to any personally identifiable information you submit while on our site.

**Twitter Remarketing:** Places cookies on your computer which means that after you leave our website Twitter can show you advertisements about LumenRadio that you might be interested in, based on your previous behaviour on our website. This information is not personally identifiable. You can find more information on this in the Online Behavioural Advertising section of this Privacy Policy, including information on how you can 'opt out'.

#### **Third-party service cookies:**

**Social sharing cookies:** We use social sharing buttons for services including, but not limited to, Twitter, LinkedIn, and Google+. These allow you to share pages with your friends via those networks. Whilst you will be asked to login to use these services, this process is handled directly with the social sharing providers and their databases and servers. These sites may also monitor your usage of these buttons, through the use of external tracking codes that are required to run the buttons on this Website.

### **3.2 Amending cookie preferences**

You may delete cookies from your computer at any time. The instructions for removing cookies from your computer or mobile device depend on the operating system and web browser you use. Please note, however, that withdrawing your agreement to the use of cookies on our Websites will mean that certain functionalities are not usable or are more difficult to use.

If you wish to disable cookies in this device, please follow the instruction behind the links provided below. Please note that if you turn off cookies in your browser, the setting will apply to all websites you visit:

Internet Explorer <http://support.microsoft.com/kb/278835> (this page links to further information for different versions of IE - the mobile version is at <http://www.microsoft.com/windowsphone/en-us/howto/wp7/web/changing-privac...>).

Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en-GB&answer=95647>

Safari: <http://docs.info.apple.com/article.html?path=Safari/5.0/en/9277.html> (or <http://support.apple.com/kb/HT1677> for mobile versions)

Enabling%20and%20disabling%20cookies  
Firefox: [http://support.mozilla.org/en-US/kb/deliverables/32004/Turn\\_off\\_cookies\\_in\\_the\\_browser\\_60\\_1072866\\_11.jsp](http://support.mozilla.org/en-US/kb/deliverables/32004/Turn_off_cookies_in_the_browser_60_1072866_11.jsp)  
Blackberries: [http://docs.blackberry.com/en/smartphone\\_users/deliverables/32004/Turn\\_off\\_cookies\\_in\\_the\\_browser\\_60\\_1072866\\_11.jsp](http://docs.blackberry.com/en/smartphone_users/deliverables/32004/Turn_off_cookies_in_the_browser_60_1072866_11.jsp)  
Android: <http://support.google.com/mobile/bin/answer.py?hl=en&answer=169022>

Opera: <http://www.opera.com/browser/tutorials/security/privacy/>  
The site [www.allaboutcookies.org](http://www.allaboutcookies.org) includes more information about cookies in general, including instructions for managing cookies on many commonly used browsers, or you may consult the vendor documentation for your specific software.

#### 4 Third Party Websites

Our Websites may provide links to third party websites. The operators of such third party websites might process personal data under different terms and conditions than LumenRadio. LumenRadio disclaims responsibility for the processing, privacy policies and customer information practices of third party internet websites hyperlinked from our Website or this Privacy Policy.

#### 5 Security

LumenRadio protects your personal information when you transact business on our Website by requiring the use of a browser software program that supports industry standard SSL encryption with 128-bit key lengths. The "128-bit" designation refers to the length of the key used to encrypt the data being transmitted, with a longer key representing a higher level of security.

#### 6 Contact Us

If you have any questions about this Privacy Policy, or our privacy related practices, or want to revoke the consent you have provided please contact us by e-mail at [info@lumenradio.com](mailto:info@lumenradio.com). You can also contact us by mail at:

Postadress:  
LumenRadio AB  
416 68 Gothenburg  
Sweden  
Phone: +46 (0)31 301 03 70  
Email: [info@lumenradio.com](mailto:info@lumenradio.com)

You should be aware, that revoking your consent may lead to a situation where we cannot provide you with some or all of the services, as processing of your personal data is necessary for us to be able to provide you with our services.

#### 7 Changes to this Privacy Policy

This Privacy Policy is dated October 23 rd 2016. LumenRadio reserves the right to modify or amend this Privacy Policy at any time without notice. However, you will be asked to provide your consent to updated versions of this Policy in the event of a material change to the information contained within it. The current version of this Policy is available on LumenRadios homepage.