

Privacy Policy

2022-05-25

It is very important for us at All American Auto Parts B.V., to comply with applicable laws and regulations for managing personal data, and with this integrity policy we would like to inform you about how we handle your personal data. When you contact us for the purpose of purchasing our products or services through your employer, or when you sign up to receive any of our newsletters, we will process your personal information for which All American Auto Parts B.V. is responsible as the personal data controller. You can read below about how we process your data, and what rights you have due to this processing.

Personal data relating to the purchase and service agreement.

In order for us to complete the purchase or service agreement with your employer, we will process the following personal data relating to you

- Name
- Address, telephone number and email address.

This information is a requirement for us to fulfill our agreement with your employer, and we therefore handle your personal data based on our legitimate interest. We will store the personal data from the purchase as long as our warranty commitment applies, in order to handle any complaints and warranty issues.

Personal data relating to accounting

In order for us to comply with the laws applicable to All American Auto Parts B.V., we will process the following information about you:

- Name
- Address
- Information from the invoice, such as order number, product, shipping address, etc,

We must do this to comply with the laws that we are subject to. An example is the Swedish Accounting Act, and therefore we store this information with limited access for 7 years + current year.

Personal data relating to marketing & customer analysis

All American Auto Parts B.V. will due to you receiving a tender or purchased products or services from us, process the following personal data about you:

- Name
- Address, telephone number and email address.
- Information about your order, such as order number, product, shipping address etc.

This information may be used for marketing through different digital channels; through, for example, banners, emails, texts and postal mail. We will also perform certain segmentation and analysis based on your data in order to provide you with the most relevant information possible. Segmentation is used to identify target groups and to plan marketing based on factors such as geographic variables, and we also analyze what you may be interested in based on what products or services you have purchased earlier. We do this because we want to offer you products and services that may be of relevance due to the earlier purchases that you have made. We also process the data to develop business methods, analysis models, and business strategies, to control price and range based on customer purchases, as well as to develop customer insights. If you purchased a product from us, we will keep the information for 2 years and if you only received a tender from us, we will keep the information for 12 months. **You can unsubscribe from this kind of marketing and analysis at any time by contacting us.**

Customer service

If you contact All American Auto Parts B.V. support service, we will store the correspondence or comments, which may contain personal information, to provide better service for you if you contact All American Auto Parts B.V. again. We keep this information for 12 months from the closure of the ticket.

Cookies

All American Auto Parts B.V. uses cookies to provide a more user-friendly site. Third party cookies may also be used (for example, Google Analytics or other tools) for analytical purposes and / or traffic and visit improvements.

If you do not want cookies installed on your computer or want to restrict the processing of such information, your browser may in some cases allow you to deselect or anonymize your IP address.

Consent

For other processes than those described herein, All American Auto Parts B.V. may ask for your consent before the processing begins. An example of this may be if we ask you to participate in a customer survey. Before you give any further personal data on such an occasion, All American Auto Parts B.V. will ask for your express consent.

You may withdraw such consent at any time by contacting us.

Recipients of personal data

Service providers

In order to fulfill the purposes of the processing of your personal information, we share your personal data with companies that provide services to us, such as to handle the mailing and delivery of your goods or provide certain systems. These companies may only process your personal data in accordance with our express instructions and may not use your information for anything other than that.

Other recipients

We may transfer your personal information to other recipients, such as authorities, if required by law. If all, or part of, our business is sold or integrated with any other business, your personal data may be disclosed to our advisors, potential buyers and their advisors, and will be forwarded to the new owners of the business.

Transfers outside of EU

Some service providers or payment service providers may be outside the EEA. We never transmit data outside the EEA without taking appropriate security measures, and we have legal ground for the transfer in, for example, Privacy Shield or the Commission's standard contractual clauses.

Your rights

You are entitled to access or rectification of your personal data by All American Auto Parts B.V. You also have the right to request a limitation of the process that involves your data, to object to the process, and to have certain data erased.

You also have the right to obtain the personal data relating to you, and the personal data, which you have provided All American Auto Parts B.V. in a structured, widely used and machine-readable format.

All American Auto Parts B.V. obligations and your rights are governed until May 26, 2022 by the Personal Data Act (1998:204). As from May 26, 2022, the General Data Protection Regulation will apply instead.

You are entitled to file a complaint with a regulatory authority. At the time of the establishment of this privacy policy, the Swedish Data Protection Authority is the supervisory authority in Sweden.

Amendments to this privacy policy

All American Auto Parts B.V. reserves the right to amend this Privacy Policy as required, for example to comply with changes in laws and regulations. Such a change will be published on the All American Auto Parts B.V. website.