

PRIVACY POLICY

As at jan 4, 2021

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1.General Information

Visumetrics AB "VMAB" is the owner and the responsible part for the applications Visual Disorder Atlas, Look Ahead and Maze, called Applications below. The Applications are described in our site Visumetrics.com and its subsites. The Applications together with our sites are named Our Services below.

We find it very important to protect any data we will receive from you and commit us to do so.

This policy explains how we handle the information we collect when using Our Services.

2.WHAT KIND OF INFORMATION DO WE COLLECT?

2.1 Information we gather in our Applications

Our applications does not collect any personal information at all. VDA is launched in one free version and one pay-in app version. The payments are handled by Apple company and we have no right to see any personal information about you

2.2 information we gather in our sites

2.2.1 Information you freely will give us

When you use our contact form or elseless will contact us by some reason, some information may be collected like your name, address, phonenumber and mailaddress. Reasons, among others, can be that you want more information about our products or that you want support.

If you buy any of our products (Sahlgrens Saturation Test or Eye cover) will we also collect information to whom we can send an invoice

If you choose to register and sign in using a third-party social media account, the authentication of your login is handled by the third-party account and the Services may collect your name, profile photograph, email address, and any other information from your third-party account that you agree to share at the time you give permission to link your third-party account with the Services. By doing this, you are authorizing us to collect, store, and use the data they send us.

2.2.2 Information Collected Automatically

In addition to the information that you provide to us directly, we may collect information about your use of the Services to help us measure and analyze traffic and usage. This helps us to enhance and improve the Services. For example, we may collect:

Device Information — such as your hardware model, IP address, other unique identifiers, operating system version, browser type and settings, and the settings of the device you use to access a Service.

Usage Information — such as information about the Services you use, the date and time, the duration of your usage, the files downloaded or viewed, and other information about your interaction with content offered through a Service.

Location Information — such as the general location of your device in order to provide you with more relevant content and ads for where you are in the world when you use certain Services.

2.2.3 Other Information We Collect

We may also collect other information about you, your device, or your use of the Services in ways that we describe to you at the point of collection or otherwise with your consent. You may choose not to provide us with certain types of information but doing so may affect your ability to use the Services.

2.4 Information in Cookies

We use cookies to collect information and help personalize your user experience. We store minimal personally identifying information in cookies and protect this information. Cookies allow us to recognize you when you return to use a Service and help us to personalize your user experience and track usage. We do not store complete records or credit card numbers in cookies. You can find out more about how we use cookies at our [Cookie Information page](#).

We also may use cookies and other tracking technology to facilitate the delivery of relevant ads to you through the Services.

Most web browsers automatically accept cookies but can be configured not to or to notify you when a cookie is being sent. If you wish to disable cookies, refer to your browser help menu to learn how. If you disable cookies, doing so may interfere with or prevent the proper function of a Service.

In some cases, we also work with third-party vendors to help deliver advertisements on our behalf across the Internet. These vendors may use cookies to collect information about your use of the Services (i.e., the pages you have visited) in order to help deliver particular ads that they believe you would find most relevant. You can opt out of third-party vendor use of cookies to tailor advertising to you by

visiting http://www.networkadvertising.org/managing/opt_out.asp. If you choose to opt out, doing so may interfere with or prevent the proper function of a Service.

3.HOW WILL WE USE THE INFORMATION

Information that you provide to us will be used to process, fulfill, and deliver your requests for content and services and, where applicable, report points and credits to credentialing organizations.

This includes, for example, 'sending you content and updates (including by email), and enabling you to participate in the features provided by the Services. Through such features, we are able to bring you information and content tailored to your individual interests and needs.

Information collected automatically is used to monitor users' interests and usage patterns in order to help us enhance and improve our service offerings.

We may share information with vendors providing contracted services to us, such as hosting vendors, advertising service providers, data analytics and customer support providers, IT service providers, and list managers. We may also share your information, including your payment information (only for the products Sahlgrens Saturation Test and Eye cover), as appropriate to process your payment for a Service or to complete a transaction. These providers and organizations are obligated to maintain your personal information as confidential and have access to your personal information only as necessary to perform their requested function on your behalf.

3.1 Information to third part

We may also report aggregate information about usage to third parties, including our service providers and advertisers.

From time to time we contract with third-party advertisers and their agents to post banner and other advertisement through the Services. These advertisements may link to websites not under our control.

These third-party advertisers may use cookie technology or similar means to measure the effectiveness of their ads or may otherwise collect personally identifying information from you when you leave the Services. We are not responsible or liable for any content, advertising, products, or other materials offered from such advertisers and their agents. Transactions that occur between you and the third-party advertisers are strictly between you and the third party and are not our responsibility. You should review the privacy policy of any third-party advertiser and its agent, as their policies may differ from ours.

3.2 Advertisement Servers and Third-Party Tracking

Some of the advertisements included on the Services are delivered or served by third parties that may collect anonymous information. These third parties may place or recognize cookies, pixel tags, web beacons, or other technology to track anonymous information, in part, to measure and analyze the efficacy of the advertising they place at the Services. These third parties also may have the ability to link the information they collect when you use the Services, such as the identifier for the device you are using, with other information they collect elsewhere on the Internet to gain additional insights into their target audience.

4. WHAT SECURITY MEASURES ARE USED?

We endeavor to keep your personal information confidential and protected against unauthorized access, misuse, or alteration with commercially reasonable physical, technical, and administrative measures. However, as effective as these measures are, no security system is impenetrable. We cannot guarantee the security of electronic data nor can we guarantee that the information you supply will not be intercepted

5. Compliance with Legal Process

We may disclose personally identifying information if we are required to do so by law or we in good faith believe that such action is necessary to (1) comply with the law or legal process; (2) protect our rights and property; (3) protect against misuse or the unauthorized use of a Service; or (4) protect the personal safety or property of our employees, users, or the public.

6. Moving information between countries

The Services are headquartered in Sweden. Your personal information may be transferred outside of your country or another country for processing. By using a Service, you consent to the collection, international transfer, storage, and processing of your information outside of your country of residence, in which case the personal data protection rules may differ from the rules in your country.

7. Children

The Services are not intended for children under 13 years of age. We do not knowingly collect or store any personal information from children under 13.

8. Changes in Policy

This privacy policy may be periodically updated. We will post a notice that this policy has been amended by revising the “Last updated” date at the top of this page. Use of a Service constitutes consent to any policy then in effect.

9. Contact information

Please direct any questions regarding this privacy policy to visumetrics@telia.com. We can also be contacted by telephone at +46703231423

10. Additional Privacy Information for Users in the EU

For our users in the European Union we are providing some additional information below as required by the EU General Data Protection Regulation (“GDPR”).

Please make sure you also consult our general privacy policy above for complete information.

10.1 Responsible for all data subjects and services

Visumetrics AB
Vasaplatsen 8A
S411 34 Göteborg
Sweden
Mail bossel@telia.com

10.2 Additional Information about Processing of Personal Data

VMAB will process your personal data only as it is necessary for the performance of a contract to which you are a party or in order to take steps at your request prior to entering into a contract (on the basis of your express and voluntary consent) or in order to comply with a legal obligation to which VMAB is subject (see e.g., the “Compliance with Legal Process” section of our general privacy policy) or as otherwise permitted by applicable law.

10.2.1 Processing for or Prior to Entering into a Contract

In most cases processing of your personal data will be on this legal basis. For details on which categories of personal data, from which sources and for which purposes your information may be collected and used in relation to which services or products offered by VMAB, please refer to the general privacy policy above.

10.2.2 Processing on the Basis of Your Consent

In some situations, and for some Services or Applications we may ask you to provide express, voluntary consent as a basis for processing your personal information. For details on which categories of personal data, from which sources and for which purposes your information may be collected and used in relation to which services or products offered by VMAB, please refer to the information in the respective consent declaration and to the general privacy policy above.

10.2.3 In Order to Comply with a Legal Obligation

As in 5 above

10.3. Revoking consent

You may at any time revoke a consent granted hereunder in accordance with GDPR. In case of revocation, VMAB will not process the personal data subject to this consent any longer unless legally required to do so. However, any revocation of your consent has by law no effect on past processing of personal data by VMAB up to the point in time of your revocation. Furthermore, if your use of a Service, requires your consent, VMAB will no longer be able to provide the relevant Service to you after your revocation.

11. Aggregated Anonymous or Pseudonymous Use of Data

In order to maintain or improve the quality of a Service or to deliver targeted online advertisements we are using data without personally identifying you, but in an aggregated, statistical, anonymous, or pseudonymous format. Please see the general privacy policy above and our cookie policy for more detailed information.

12. FOR HOW LONG TIME WILL WE KEEP THE DATA

Where VMAB is processing and using your personal data as permitted by law (including in the context of a contract with you) or under your consent, VMAB will store your personal data (i) only for as long as is required to fulfill the respective purposes or (ii) until you revoke your consent.

However, where VMAB is required by mandatory law to retain your personal data longer or where your personal data is required for VMAB to assert or defend against legal claims, VMAB will retain your personal data, in accordance with applicable law, until the end of the relevant retention period or until the claims in question have been settled.

13. In which countries can my personal data be processed?

Whenever VMAB is using or otherwise processing your personal data for the purposes set out in its privacy policies, your data may be collected from, processed, or transferred to a country outside of the EU or European Economic Area (“EEA”).

14. No Decisions Based Solely on Automated Processing

Our processing of your personal data does not involve decisions based solely on automated processing, including profiling, which produce legal effects concerning you or similarly significantly affects you.

15. Data Subject’s Rights under GDPR

15.1 Data Access, Correction, and Deletion Right

You can request from VMAB at any time information about which personal data VMAB processes about you and the correction or deletion of such personal data.

Please note that VMAB can delete your personal data only if there is no legal or contractual obligation or prevailing right of VMAB to retain it. Please also note that if you request that VMAB delete your personal data, you will not be able to continue to use a Service that requires VMAB’s use of your personal data.

If VMAB uses your personal data based on your consent or to perform a contract with you, you may further request from VMAB a copy of the personal data that you have provided to VMAB. In this case, please contact our data responsible as above and specify the information or processing activities to which your request relates, the format in which you would like this information, and whether the personal data is to be sent to you or another recipient. Please also provide reasonable information and evidence that permits VMAB that the request originates from you as the data subject entitled to receive such personal information and that no one else is abusively trying to access your personal data by requesting a copy of it from VMAB.

15.2 Your right to restrict data

Furthermore, you can request from VMAB that VMAB restricts your personal data from any further processing in any of the following events:

- a. You state that the personal data VMAB has about you is incorrect, (but only for as long as VMAB requires to check the accuracy of the relevant personal data),
- b. there is no legal basis for VMAB processing your personal data and you demand that VMAB restricts your personal data from further processing,
- c. VMAB no longer requires your personal data, but you claim that you require VMAB to retain such data in order to claim or exercise legal rights or to defend against third-party claims or
- d. in case you object to the processing of your personal data by VMAB (based on VMAB's legitimate interest for as long as it is required to review as to whether VMAB has a prevailing interest or legal obligation in processing your personal data.

15.3 Right to Lodge a Complaint

If you believe that VMAB is not processing your personal data in accordance with applicable EU/EEA data protection laws, you can at any time lodge a complaint with the data protection authority of the EU/EEA member state in which you live or with the data protection authority of the country or state in which VMAB has its registered seat.