DinoLab Privacy Policy

Effective Date: July 22, 2025

1. **General**

   DinoLab AB, company registration no. 559527-0751 ("DinoLab", "we", "our", or "us"), is committed to protecting your personal data and safeguarding your privacy. We implement appropriate technical and organizational measures to ensure your data is handled securely and in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR).
   We protect your personal information and respect your rights to transparency, access, and control over your data. This Privacy Policy outlines how and why we collect and process your personal information, and your rights regarding such processing.

2. **Data Controller**

   DinoLab is the data controller for all personal data collected via our website (www.dinohaddy.com) and in the context of our customer relationships and communication.

3. **Definitions**

   3.1 Personal data refers to any information relating to an identified or identifiable individual, such as name, email address, IP address, or device information.
   3.2 Processing includes any operation performed on personal data, such as collection, storage, use, modification, or deletion.

4. **When We Collect Personal Data**

   We collect personal data that you voluntarily provide to us—for example, when contacting us via email or phone, or when using our website and services. We also collect data automatically through cookies and similar technologies (see our Cookie Policy for details).

5. **How We Use Personal Data**

   We use your personal data to deliver the services you request and to manage our operations. This includes:

- Communicating with you
- Providing digital products and services
- Improving your user experience
- Fulfilling legal or contractual obligations

6. **Sharing of Personal Data**

   We may share your personal data with carefully selected third-party service providers who support us in delivering our services (e.g., hosting, payment processing, email delivery). These partners are contractually bound to comply with GDPR and handle your data securely.

   We do not sell or rent your personal data, and we will not disclose it to third parties without your consent, except where required by law or court order.

7. **Data Security**

   We take appropriate technical and organizational measures to secure your personal data against unauthorized access, disclosure, or misuse. While we strive for a high level of data protection, no method of transmission or storage is completely secure. We follow the EU General Data Protection Regulation (2016/679) and applicable Swedish law (2018:218).

8. **Data Retention**

   Your personal data is retained only as long as necessary for the purposes for which it was collected, or as required by law. We retain data to fulfill contractual obligations and meet legal and regulatory requirements. For detailed retention periods, please refer to our Cookie Policy or contact us directly.

9. **Your Rights**

   You have the right to:

- Request access to the personal data we hold about you
- Request correction of inaccurate data
- Request erasure of your data, unless we are legally required to retain it

- Withdraw your consent at any time

To exercise your rights or for any privacy-related inquiries, contact us using the information below.

10. **Contact Information**

   For questions, requests, or complaints regarding this Privacy Policy or your personal data, please contact us at:

DinoLab AB

Company reg. no.: 559527-0751

Address: Sveavägen 16a Lgh 1002, 633 49, Eskilstuna, Sweden

Email: info@dinohaddy.com

We are committed to addressing your concerns and ensuring that your data is handled responsibly.

11. **Changes to This Policy**

   We reserve the right to update this Privacy Policy at any time—for example, in response to legal requirements or to improve our privacy practices. Any updates will be posted on our website with an updated effective date. We encourage you to review this policy regularly to stay informed about how we protect your data.

Thank you for trusting us with your personal information.