

PERSONAL DATA INTEGRITY POLICY

for website, products & services provided by

Koachr AB:

Handling of personal data

Your personal integrity is important to us. All use of personal data is done in accordance with the General Data Protection Regulation (GDPR).

We handle personal data that we receive in connection with your interaction with us, which may be when registering on our website, via email, phone, social media, subscription requests, booking/buying a service or when meeting in person, and other instances.

What data do we collect and why?

We collect your name, email address, source of our connection and sometimes answers to questions, and your phone number or other contact information.

We collect this data to provide you with information and marketing materials, render services, and also to conduct analysis for service improvement, marketing effectiveness, and to provide you with highly relevant information, services and offers.

The data collection is limited to what is highly relevant for its purpose and is handled with the highest standards of confidentiality.

How do we collect it and how long do we keep it?

We receive your data in connection with your interaction with us, which may be when registering on our website, via email, phone, social media, subscription requests, inquiring about or booking/buying a service, or when meeting in person, and other instances.

We neither buy data from, nor sell to or share your data with, third parties, unless required by law or official mandate.

We retain personal data only as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements.

When needed, we obtain your consent to send you information, updates, and marketing materials. You may at any time request that your data be deleted or corrected, except such data that we have the legal right or obligation to keep in accordance with laws to which GDPR is subordinate.

Contact and marketing information is kept for up to two (2) years after the last recorded interaction unless you request earlier deletion, which you can do anytime, either via direct link in a broadcast email or by contacting us at info@koachr.global.

Other categories of personal data are removed according to internally established routines. You can request more information about retention practices by contacting info@koachr.global.

We honor manual removal requests within 5 working days from receipt of the request.

Cookies

We may use digital cookies to identify unique but anonymous website visitors. This data helps us analyze the usefulness of the information and services we provide and to adjust our content and offerings accordingly.

Essential cookies that are necessary for the functioning of the website may be used without your consent. Other types of cookies, such as for analytics or marketing purposes, require your explicit consent, which will be requested through an appropriate consent tool when you visit our website.

Legal basis

We handle your data in accordance with current legal standards and obligations, when necessary to render services or otherwise fulfill our contractual obligation, and when we have a legitimate and reasonable interest to collect and use that data. When consent is the appropriate legal basis, we will request your explicit agreement before processing your personal data.

External services

We sometimes use external providers to render certain services that entail that your personal data is handled in their systems. We only use service providers that are GDPR compliant in order to protect your personal integrity.

In cases where a service provider directly handles your personal data on our behalf, we secure separate agreements with such providers to ensure your data is handled with the highest standards of confidentiality and integrity, and in accordance with GDPR.

Some of our service providers and technology partners may process personal data outside the EU/EEA. When this occurs, we rely on appropriate safeguards to protect your personal data, such as Standard Contractual Clauses approved by the European Commission or other valid legal mechanisms. We carefully select reputable providers that demonstrate strong data protection standards.

Use of Artificial Intelligence (AI) Tools

To enhance the quality, efficiency, and relevance of our services, we use artificial intelligence (AI) tools. These tools assist with content creation, document analysis, offer development, service delivery, and other support functions. We do not use AI tools for automated decision-making that produces legal effects concerning you or similarly significantly affects you.

Sharing personal data with AI tools is minimized and/or anonymized, as applicable. We take reasonable measures to safeguard personal data when using AI tools, and we carefully select technologies that align with strong data protection principles and review the security and compliance of AI technologies to protect data integrity.

If you wish to opt out of having any of your non-public data processed by AI tools, you can notify us at any time by emailing info@koachr.global.

Your consent

When you provide us with your personal data, you agree that we handle your data to improve our services, offerings and content; for purposes of marketing, rendering services, and requesting and receiving payment.

When you provide us with your personal data, you also consent to us sending you information and marketing content via email and you understand that we record such communication and may unsubscribe at any time via a direct link always provided at the bottom of such emails.

You have the right to receive information about the data that we have and handle about and from you. You have the right to access, correct, delete, restrict processing of, or object to the processing of your personal data, as well as the right to data portability.

You also retain the right to request that your personal data is not processed with the support of AI tools. If you wish to exercise this right, please send your request to info@koachr.global.

Changes to this policy

This policy is kept up to date to reflect changes in our practices or legal requirements. The version you are viewing is always the current and applicable version..

Contact information to data controller

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