

Privacy Policy

This Privacy Policy (“Policy”) explains the information collection, use, and sharing practices of TENSION graphics AB, 556690-1525, and its subsidiaries (“TENSION”).

Unless otherwise stated, this Policy describes and governs the information collection, use, and sharing practices of TENSION with respect to your use of TENSIONs website www.tension.se and the services (“Services”) TENSION provide and/or host on TENSIONs servers.

Before you use or submit any information through or in connection with the Services, please carefully review this Privacy Policy. By using any part of the Services, you understand that your information will be collected, used, and disclosed as outlined in this Privacy Policy.

If you do not agree to this privacy policy, please do not use TENSIONs Services.

TENSIONs Principles

TENSION has designed this policy to be consistent with the following principles:

- Privacy policies should be human readable and easy to find.
- Data collection, storage, and processing should be simplified as much as possible to enhance security, ensure consistency, and make the practices easy for users to understand.
- Data practices should meet the reasonable expectations of users.

Information TENSION Collect

TENSION collect information in multiple ways, including when you provide information directly to TENSION; when TENSION passively collect information from you, such as from your browser or device; and from third parties.

Information You Provide Directly to TENSION

TENSION will collect any information you provide to TENSION. TENSION may collect information from you in a variety of ways, such as when you: (a) create an online account, (b) make a donation or purchase, (c) contact TENSION or provide feedback, (d) subscribe to TENSIONs newsletter. This information may include but is not limited to your name, email address, phone number, mailing address, payment information and your geographic location.

Information that Is Automatically Collected

Device/Usage Information

TENSION may automatically collect certain information about the computer or devices (including mobile devices or tablets) you use to access the Services. As described further below, TENSION may collect and analyze (a) device information such as IP addresses, location information (by country and city), unique device identifiers, IMEI and TCP/IP address, browser types, browser language, operating system, mobile device carrier information, and (b) information related to the ways in which you interact with the Services, such as referring and exit web pages and URLs, platform type, the number of clicks, domain names, landing pages, pages and content viewed and the order of those pages, statistical information about the use of the Services, the amount of time spent on particular pages, the date and time you used the Services, the frequency of your use of the Services, error logs, and other similar information. As described further below, TENSION may use third-party analytics providers and technologies, including cookies and similar tools, to assist in collecting this information.

Cookies and Other Tracking Technologies

TENSION also collect data about your use of the Services through the use of Internet server logs and online tracking technologies, like cookies and/or tracking pixels. A web server log is a file where website activity is stored. A cookie is a small text file that is placed on your computer when you visit a website, that enables TENSION to: (a) recognize your computer; (b) store your preferences and settings; (c) understand the web pages of the Services you have visited and the referral sites that have led you to TENSIONs Services; (d) enhance your user experience by delivering content specific to your inferred interests; (e) perform searches and analytics; and (f) assist with security administrative functions. Tracking pixels (sometimes referred to as web beacons or clear GIFs) are tiny electronic tags with a unique identifier embedded in websites, online ads and/or email, and that are designed to provide usage information like ad impressions or clicks, measure popularity of the Services and associated advertising, and to access user cookies. TENSION may also use tracking technologies in TENSIONs license buttons and/or icons that you can embed on other sites/services to track the website addresses where they are embedded, gauge user interaction with them, and determine the number of unique viewers of them. If you receive email from TENSION (such as the CC newsletter, campaign updates, or other ongoing email communications from CC), TENSION may use certain analytics tools, such as clear GIFs, to capture data such as whether you open TENSIONs message, click on any links or banners TENSIONs email contains, or otherwise interact with what TENSION send. This data allows TENSION to gauge the effectiveness of TENSIONs communications and marketing campaigns. As TENSION adopt additional technologies, TENSION may also gather additional information through other methods.

Please note that you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the “Help” section of your browser for more information. Please note that by blocking any or all cookies, you may not have access to certain features or offerings of the Services.

Information from Third Parties

The extent permitted by law, TENSION may also collect information from third parties, including public sources, social media platforms, and marketing and market research firms. Depending on the source, this information collected from third parties could include name, contact information, demographic information, information about an individual’s employer, information to verify identity or trustworthiness, and information for other fraud or safety protection purposes.

How TENSION Use Your Information

TENSION may use the information TENSION collect from and about you to:

- Fulfill the purposes for which you provided it.
- Provide and improve the Services, including to develop new features or services, take steps to secure the Services, and for technical and customer support.
- Send you information about your interaction or transactions with TENSION, account alerts, or other communications, such as newsletters to which you have subscribed.
- Process and respond to your inquiries or to request your feedback.
- Comply with the law and protect the safety, rights, property, or security of TENSION, the Services, TENSIONs users, and the general public; and
- Enforce TENSIONs Terms of Use, including to investigate potential violations thereof.

Please note that TENSION may combine information that TENSION collect from you and about you (including automatically collected information) with information TENSION obtain about you from TENSIONs affiliates and/or non-affiliated third parties, and use such combined information in accordance with this Privacy Policy.

TENSION may aggregate and/or de-identify information collected through the Services. TENSION may use de-identified and/or aggregated data for any purpose, including without limitation for research and marketing purposes.

When TENSION Disclose Your Information

TENSION may disclose and/or share your information under the following circumstances:

Service Providers.

TENSION may disclose your information with third parties who perform services on TENSIONs behalf, including without limitation, marketing, customer support, data storage and processing, and legal services.

Legal Compliance and Protection of Creative Commons and Others.

TENSION may disclose your information if required to do so by law or on a good faith belief that such disclosure is permitted by this Privacy Policy or reasonably necessary or appropriate for any of the following reasons: (a) to comply with legal process; (b) to enforce or apply TENSIONs General terms and conditions and this Privacy Policy, or other contracts with you, including investigation of potential violations thereof; (c) enforce TENSIONs Charter including the Code of Conduct and policies contained and incorporated therein, (d) to respond to your requests for customer service; and/or (e) to protect the rights, property, or personal safety of TENSION, TENSIONs agents and affiliates, TENSIONs users, and the public. This includes exchanging information with other companies and organizations for fraud protection, and spam/malware prevention, and similar purposes.

Business Transfers.

As TENSION continue to develop TENSIONs business, TENSION may engage in certain business transactions, such as the transfer or sale of TENSIONs assets. In such transactions, (including in contemplation of such transactions, e.g., due diligence) your information may be disclosed. If any of TENSIONs assets are sold or transferred to a third party, customer information (including your email address) would likely be one of the transferred business assets.

Affiliated Companies.

TENSION may disclose your information with current or future affiliated companies.

Consent.

TENSION may disclose your information to any third parties based on your consent to do so.

Aggregate/De-identified Information.

TENSION may disclose de-identified and/or aggregated data for any purpose to third parties, including advertisers, promotional partners, and/or others.

Legal Basis for Processing Personal Data

The laws in some jurisdictions require companies to tell you about the legal ground they rely on to use or disclose information that can be directly linked to or used to identify you. To the extent those laws apply, TENSIONs legal grounds for processing such information are as follows:

To Honor TENSIONs Contractual Commitments to You.

Much of TENSIONs processing of information is to meet TENSIONs contractual obligations to provide services to TENSIONs users.

Legitimate Interests.

In many cases, TENSION handle information on the ground that it furthers TENSIONs legitimate interests in ways that are not overridden by the interests or fundamental rights and freedoms of the affected individuals, these include:

- Customer service
- Marketing, advertising, and fundraising
- Protecting TENSIONs users, personnel, and property
- Managing user accounts
- Organizing and running events and programs
- Analyzing and improving TENSIONs business
- Managing legal issues

TENSION may also process information for the same legitimate interests of TENSIONs users and business partners.

Legal Compliance.

TENSION may need to use and disclose information in certain ways to comply with TENSIONs legal obligations.

Consent.

Where required by law, and in some other cases where legally permissible, TENSION handle information on the basis of consent. Where TENSION handle your information on the basis of consent, you have the right to withdraw your consent; in accordance with applicable law.

Online Analytics

TENSION may use third-party web analytics services (such as, without limitations, Google Analytics) on TENSIONs Services to collect and analyze the information discussed above, and to engage in auditing, research, or reporting. The information (including your IP address) collected by various analytics technologies described in the “Cookies and Other Tracking Technologies” section above will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Services, including by noting the third-party website from which you arrive to TENSIONs Site, analyzing usage trends, assisting with fraud prevention, and providing certain features to you. To prevent Google Analytics from using your information for analytics, you may install the official Google Analytics Opt-out Browser Add-on.

Your Choices and Data Subject Rights

You have various rights with respect to the collection and use of your information through the Services. Those choices are as follows:

Email Unsubscribe

You may unsubscribe from TENSIONs marketing emails at any time by clicking on the “unsubscribe” link at the bottom of each newsletter or by emailing info@tension.se with your request.

Account Preferences

If you have registered for an account with TENSION through TENSIONs Services, you can update your account information by emailing info@tension.se with your request.

EU Data Subject Rights

Individuals in the European Economic Area (“EEA”) and other jurisdictions have certain legal rights (subject to applicable exceptions and limitations) to obtain confirmation of whether TENSION hold certain information about them, to access such information, and to obtain its correction or deletion in appropriate circumstances. You may have the right to object to TENSIONs handling of your information, restrict TENSIONs processing of your information, and to withdraw any consent you have provided. To exercise these rights, please email TENSION at info@tension.se with the nature of your request. You also have the right to go directly to the relevant supervisory or legal authority, but TENSION encourage you to contact TENSION so that TENSION may resolve your concerns directly as best and as promptly as TENSION can.

International Transfers

As described above in the “When TENSION Disclose Your Information” section, TENSION may share your information with trusted service providers or business partners in countries other than your country of residence in accordance with applicable law. This means that some of your information may be processed in countries that may not offer the same level of protection as the privacy laws of your jurisdiction. By providing TENSION with your information, you acknowledge any such transfer, storage or use.

If TENSION provide any information about you to any third parties information processors located outside of the EEA, TENSION will take appropriate measures to ensure such companies protect your information adequately in accordance with this Privacy Policy and other data protection laws to govern the transfers of such data.

Security Measures

TENSION have implemented technical, physical, and organizational security measures to protect against the loss, misuse, and/or alteration of your information. These safeguards vary based on the sensitivity of the information that TENSION collect and store. However, TENSION cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information since despite TENSIONs efforts, no Internet and/or other electronic transmissions can be completely secure.

Children

The Services are intended for users over the age of 18 and are not directed at children under the age of 13. If TENSION become aware that TENSION have collected personal information (as defined by the Children’s Online Privacy Protection Act) from children under the age of 13, or personal data (as defined by the EU GDPR) from children under the age of 16, TENSION will take reasonable steps to delete it as soon as practicable.

Data Retention

TENSION retain the information TENSION collect for as long as necessary to fulfill the purposes set forth in this Privacy Policy or as long as TENSION are legally required or permitted to do so. Information may persist in copies made for backup and business continuity purposes for additional time.

Third-Party Links and Services

The Services may contain links to third-party websites (e.g., social media sites like Facebook and Twitter), third-party plug-ins (e.g., the Facebook “like” button and Twitter “follow” button), and other services. If you choose to use these sites or features, you may disclose your information not just to those third-parties, but also to their users and the public more generally depending on how their services function. Creative Commons is not responsible for the content or privacy practices of such third party websites or services. The collection, use and disclosure of your information will be subject to the privacy policies of the third party websites or services, and not this Privacy Policy. TENSION encourage you to read the privacy statements of each and every site you visit.

Changes to this Privacy Policy

TENSION will continue to evaluate this Privacy Policy as TENSION update and expand TENSIONs Services, and TENSION may make changes to the Privacy Policy accordingly. TENSION will post any changes here and revise the date last updated above. TENSION encourage you to check this page periodically for updates to stay informed on how TENSION collect, use and share your information. If TENSION make material changes to this Privacy Policy, TENSION will provide you with notice as required by law.

Questions About this Privacy Policy

If you have any questions about this Privacy Policy or TENSIONs privacy practices, you can contact TENSION at info@tension.se.

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