

Privacy Notice

H&M Foundation

The Swedish non-profit H&M Foundation (“the Foundation”), works to ensure that your privacy is protected. We therefore have a policy setting out how your personal data will be processed and protected.

Who is the controller of your personal data?

The Swedish non-profit H&M Foundation (“the Foundation”), is the controller of the personal data you submit to us and responsible for your personal data under applicable data protection law.

Stiftelsen H&M Foundation
BOX 1421,
111 84 Stockholm
Sweden

Companies register: Bolagsverket/Swedish Companies Registration Office
Company registration number: 802425-8322

Where do we store your data?

The data that we collect from you is stored within the European Economic Area (“EEA”) but may also be transferred to and processed in a country outside of the EEA. Any such transfer of your personal data will be carried out in compliance with applicable laws.

For transfers outside the EEA, the Foundation will use Standard Contractual Clauses and Privacy Shield as safeguards for countries without adequacy decision from the European Commission.

Who access your data?

We never pass on, sell or swap your data for marketing purposes to third parties outside the Foundation. Data that is forwarded to third parties, is only used to provide you with our services. You will find what categories of third parties under every specific process below.

What is the legal ground for processing?

For every specific processing of personal data we collect from you we will inform you whether the provision of personal data is statutory or required to enter a contract and whether it is an obligation to provide the personal data and possible consequences if you choose not to.

What are your rights?

Right to access:

You have the right to request information about the personal data we hold on you at any time. You can contact the Foundation that will provide you with your personal data via e-mail.

Right to portability:

Whenever the Foundation process your personal data by automated means based on your consent or based on an agreement you have the right to get a copy of your data in a structured, commonly used and machine-readable format transferred to you or to another party. This only includes the personal data you have submitted to us.

Right to rectification:

You have the right to request rectification of your personal data if they are incorrect, including the right to have incomplete personal data completed.

You can contact info@hmfoundation.com for rectification requests.

Right to erasure:

You have the right to erase any personal data processed by the Foundation at any time except for the following situations

- *for exercising the right of freedom of expression and information
- *to comply with a legal obligation
- *for the establishment, exercise or defense of legal claims

Your right to object to processing based on legitimate interest:

You have the right to object to processing of your personal data that is based on the Foundation's legitimate interest. The Foundation will not continue to process the personal data unless we can demonstrate a legitimate ground for the process which overrides your interest and rights or due to legal claims.

Your right to object to direct marketing:

You have the right to object to direct marketing, including profiling analysis made for direct marketing purposes.

Right to restriction:

You have the right to request that the Foundation restricts the process of your personal data under the following circumstances:

- *if you object to a processing based on the Foundation's legitimate interest, the Foundation shall restrict all processing of such data pending the verification of the legitimate interest.
- *if you have claim that your personal data is incorrect, the Foundation must restrict all processing of such data pending the verification of the accuracy of the personal data.
- *if the processing is unlawful you can oppose the erasure of personal data and instead request the restriction of the use of your personal data.
- *if the Foundation no longer needs the personal data but it is required for you to make or defend legal claims.

How can you exercise your rights?

We take data protection very seriously, you can always email info@hmfoundation.com

Right to complain with a supervisory Authority:

If you consider the Foundation to process your personal data in an incorrect way you can contact us. You also have the right to turn in a complaint to a supervisory authority.

Updates to our Privacy Notice:

We may need to update our Privacy Notice. The latest version of the Privacy Notice is always available on our website. We will communicate any material changes to the Privacy Notice, for example the purpose of why we use your personal data, the identity of the Controller or your rights.

Global Change Award

Why do we use your personal data?

We will use your personal data in order to manage the Global Change Award, to create and manage your entry to the Global Change Award.

We will also use your personal data to manage the winners of the Global Change Award, including transports and accommodation for the winners.

What types of personal data do we collect?

We will process following categories of personal data if you choose to provide it to us when you register to Global Change Award:

- * contact information such as name, address, telephone number, e-mail address
- * date of birth
- * gender
- * region and country
- * occupation
- * innovation idea

For winners of the GCA we will also process:

- *passport number

Who has access to your personal data?

Data that is forwarded to third parties, is only used to provide you with the services mentioned above. We use a third party for our application platform, reference groups to elect winners and travel agency to book transport and accommodation for the winners of the Global Change Award.

What is the legal ground to process your personal data?

The processing of your personal data to for the Global Change Award is based on the agreement for entering the Global Change Award.

How long do we save your data?

We will keep your personal data if there are any legal requirements and if there is an open dispute. We will keep your personal data for 2 years after entering the Global Change Award.

For winners of the Global Change Award we will keep your personal data until the agreement or the user rights are not valid.

Direct Marketing

Why do we use your personal data?

We will use your personal data to send you newsletters, surveys and invitations through e-mails about the Foundation's work and the Global Change Award.

What types of personal data do we process?

- We will process following personal data
- * e-mail address

Who has access to your personal data?

Data that is forwarded to third parties is only used to provide you with the service mentioned above, to media agencies and technical suppliers for distribution of physical and digital direct marketing.

What is the legal ground to process your personal data?

The processing of your personal data is based on your consent when you agree to direct marketing.

Your right to withdraw your consent:

You have the right to withdraw your consent for the processing of your personal data at any time and object to direct marketing.

When you do so the Foundation won't be able to send you any further direct marketing offers or information based on your consent.

You can opt out from direct marketing by the following means following the instruction in each marketing post.

How long do we save your data?

We will keep your data for direct marketing until you withdraw your consent.