

SAFETY FIRST EDUCATION

Privacy Policy

Privacy matters!

At Safety First Education we are committed to respecting your privacy and protecting your personal data. We want everyone to be and feel secure when contacting us and using our services.

This Privacy Policy applies to the website safetyfirst.education, safetyfirst.se and our app, Safety Direct. It outlines the personal data we collect, as well as the purpose and conditions for processing and storing this data.

The data controller is Safety First Education Scandinavia AB, Swedenborgsgatan 13 4TR, 118 48 Stockholm, Sweden, registration number 556529-7958.

What we collect

When you subscribe to our education via safetyfirst.se, the following personal data may be collected: name, billing address, delivery address, city, postal code, country, email address, phone number, and the order and payment information. Data will be stored for the necessary period to the purpose in question or until the customer requests Safety First to remove it. Exceptions may occur if Safety First is legally required to store personal data related to sales for a longer period, to comply with applicable accounting legislation.

Processing data

Subscription management

We use personal data in order to fulfill our contract with our customers and it is used for processing subscriptions, supplying the ordered services, billing, claims and refunds.

Marketing purposes & newsletters

We may use and process personal data for marketing purposes. Marketing purposes may include recommendations of services related to your purchase, information related to our products, and promotions to you via our own or third parties' services.

Newsletters are only sent if you have provided consent for this. They include information about how to update subscription preferences and how to unsubscribe.

Management of customer service requests

When you email Safety First's customer service about questions, claims, etc., we may collect the information you provide, as well as order information. This is so we can offer you the best and fastest service, as well as fulfil obligations associated with potential claims. We also use this information to improve our products and services. It is stored for a maximum of three years or until you ask Safety First to delete it.

Optimize user experience

When you visit safetyfirst.se or safetyfirst.education, we may collect the following data: technical information, e.g., what browser or device is used to access the websites, information about your visit, such as which website or service you clicked through to reach safetyfirst.se or safetyfirst.education, duration of visits to pages etc., and your location, through cookies, pixel tags and Google services (APIs). This data is used to provide you with information, payment alternatives, as well as to collect statistics and analysis for use in developing safetyfirst.se or safetyfirst.education, our services and our customer experience.

We link to our social media accounts from safetyfirst.se and we may occasionally link to other websites. Once you leave safetyfirst.se, we are no longer the data controller and are thus not responsible for the information you share or for the cookies stored by these sites.

Safety First uses third party services from Google and Facebook for marketing. The personal data collected, processed and stored for their services are controlled by Google and Facebook. Please read their privacy policies carefully and choose the consents and settings you prefer in your contracts with them.

Cookies

As part of our approach to providing better services on our websites, we use cookies to store and sometimes track information about you. A cookie is a small data file sent to your browser from a web server and stored on your hard drive that allows easier access the next time the same page is visited. Cookies allow web applications to respond to you as an individual. If you do not want your personal information to be stored by cookies, you can configure your browser so that it notifies you whenever a cookie is received. This way you can decide each time to accept cookies or not. However, the use of cookies may be necessary to provide certain features, so choosing to reject cookies may reduce the functionality of our websites. Your browser should have instructions that explain how to control cookie preferences.

You have the right to see your personal data collected by Safety First, and to obtain information about how Safety First processes it. You have the right to have your personal data modified if it is incorrect or to have it deleted if you request this.

Amendments to this Privacy Policy will be posted on this page. Please check back frequently to see whether there have been updates or changes.

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