

# Privacy Policy

## Introduction

Local Media Partner is a company based in Järvsö, Sweden, operating in the field of advertisement production. We are committed to protecting your privacy and personal data. This privacy policy explains how we collect, use, and store personal information. It is compliant with the EU General Data Protection Regulation (GDPR) and applicable Swedish data protection laws.

## Personal Data We Collect

We collect personal data from our advertising customers (advertisers) in order to provide our services. The personal data we process may include:

- **Name:** The name of the advertiser.
- **Contact details:** The advertiser's telephone number and email address.

## Purpose of Data Processing

We collect and process personal data for two primary purposes:

1. **Communication:** Your contact information is used to communicate with you as a client. This includes coordinating advertisement production and any other correspondence necessary to create and publish your advertisement.
2. **Inclusion in Advertisements:** With your agreement, we may publish your name and/or contact information in the final advertisement (for example, listing you as a contact person in the ad content).

We will not use your personal data for any purposes other than those stated above.

## No Third-Party Sharing

Local Media Partner does **not** share your personal information with any third parties. Your data is used only internally for the purposes described in this policy. We do not sell, rent, or trade your personal data to outside parties.

## Data Storage and Retention

We store personal data only for as long as necessary to fulfill the purposes for which it was collected. Personal data is retained for up to **12 months**, after which it is securely deleted from our systems. We regularly remove or anonymize personal information that is no longer needed.

## Your Rights

Under data protection law, you have several rights regarding your personal data:

- **Access:** You have the right to request confirmation of whether we are processing your personal data, and to obtain a copy of the data we hold about you.

- **Rectification:** If any personal data we hold about you is incorrect or incomplete, you have the right to have it corrected.
- **Erasure:** You can request that we delete your personal data when it is no longer necessary for the purposes it was collected, or if you believe the processing is unlawful or not in compliance with applicable regulations.

To exercise any of these rights, or if you have any questions about how we handle your data, please contact us via email at **privacy@localmediapartner.se**. We will respond and assist you in accordance with GDPR and Swedish law.

### **Compliance with GDPR and Swedish Law**

Local Media Partner ensures that all personal data processing is conducted in accordance with GDPR and relevant Swedish data protection legislation. We take appropriate technical and organizational measures to protect personal data from unauthorized access, alteration, or deletion. This policy may be updated as necessary to comply with changes in the law or our data handling practices. We encourage you to review this policy periodically to stay informed about how we protect your privacy.

### **Publication of This Policy**

This privacy policy is published on our website:

<https://www.localmediapartner.se/privacy-policy>. By using our services or communicating with us, you acknowledge and agree to the terms of this policy. If you have any questions regarding this privacy policy, please do not hesitate to contact us at the email address provided above.