



POLICY

Privacy Policy

How AI Empower Labs Sweden AB collects, uses and protects your personal data, and the rights you have under the GDPR.

VERSION

2.0

EFFECTIVE DATE

21 September 2026

OWNER

AI Empower Labs Sweden
AB

CONTENTS

- 01 Scope and who we are
- 02 What personal data we collect
- 03 How we use your data
- 04 Legal basis for processing
- 05 How long we keep your data
- 06 Who we share your data with
- 07 International data transfers
- 08 Your rights under the GDPR
- 09 Automated decision-making
- 10 Data security
- 11 Cookies
- 12 Marketing communications
- 13 Children's privacy
- 14 Changes to this policy
- 15 Contact us and supervisory authority



1. Scope and who we are

At AI Empower Labs Sweden AB ("AEL", "we", "us" or "our"), we respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, share and protect personal data when you visit our website, contact us, engage with our sales and marketing activities, or otherwise do business with us, in accordance with the General Data Protection Regulation (GDPR) and applicable Swedish law, including the Marketing Act (Marknadsföringslagen).

Scope note: This policy describes how AEL acts as data controller for its own business activities, such as this website, sales, marketing and supplier or customer contacts. Where AEL processes personal data on behalf of a customer as part of the AEL Studio platform, for example data a customer feeds into its own AI agents, AEL acts as a data processor and that processing is instead governed by the data processing agreement (DPA) agreed with that customer.

Who we are

Company name: AI Empower Labs Sweden AB

Organisation number: 559431-5508

Address: Skolvägen 18, 265 72 Kvidinge, Sweden

Email: hello@aiempowerlabs.com

Website: <https://aiempowerlabs.com>

Our Data Protection Officer is Alexander Lunde. All privacy-related questions and requests can be directed to him via the contact details above.

2. What personal data we collect

We collect only the personal data we need for the purposes described in this policy. Depending on how you interact with us, this may include:

- **Contact information:** name, email address, phone number.
- **Company information:** organisation name, role or title, and business contact details.
- **Communication history:** messages, inquiries, meeting notes and correspondence you send us or that we exchange with you.



- **Contractual and billing data:** agreements, invoicing details and payment status, where we deliver services to you.
- **Website and usage data:** pages visited, device and browser type, and approximate location, collected via cookies or analytics tools.
- **Recruitment data:** if you apply for a role with us, your CV, cover letter and interview notes.

We do not intentionally collect special categories of personal data (such as health, religious belief or political opinion) and ask that you avoid including such information when you contact us.

3. How we use your data

We use personal data only for the following purposes:

- To respond to inquiries and provide support.
- To deliver our services and fulfil contracts with you or your organisation.
- To send relevant updates or marketing communications, where you have consented.
- To manage supplier, partner and recruitment relationships.
- To improve our website and user experience, using aggregated or anonymised analytics.
- To meet our legal, accounting and tax obligations.

4. Legal basis for processing

Depending on the purpose, we rely on the following legal grounds under Article 6 of the GDPR:

PURPOSE	LEGAL BASIS
Responding to inquiries and providing support	Legitimate interests, or steps prior to entering a contract
Delivering services and fulfilling contracts	Contractual necessity
Sending marketing communications	Consent



PURPOSE	LEGAL BASIS
Managing supplier, partner and recruitment relationships	Legitimate interests, or steps prior to entering a contract
Improving our website and services	Legitimate interests
Meeting accounting, tax and other legal obligations	Legal obligation

Where we rely on legitimate interests, these are our interests in running an efficient, secure business, communicating with prospective and existing customers, and improving our services. These interests are always balanced against your rights and freedoms, and you can object to this processing at any time, see section 8.

5. How long we keep your data

We keep personal data only for as long as necessary for the purposes described in this policy, or as required by law. As a general rule:

CATEGORY	RETENTION PERIOD
General inquiries and prospect contacts	Up to 24 months from the last contact, unless a customer relationship develops
Customer and contract data	Duration of the agreement, plus up to 7 years for accounting-relevant records under the Swedish Bookkeeping Act (Bokföringslagen)
Marketing consent and newsletter data	Until you withdraw your consent
Website analytics data	Anonymised or deleted after 14 months
Recruitment data	Up to 12 months after the recruitment process ends, unless you consent to longer retention

These periods are our current defaults and may be adjusted for specific legal or contractual requirements. At the end of the relevant period, we securely delete or anonymise your data.

6. Who we share your data with



We do not sell, rent or trade your personal data. We share personal data only with trusted service providers who support our operations, each bound by a data processing agreement and instructed to use your data solely on our behalf and in line with the GDPR. These typically include:

- Cloud hosting and IT infrastructure providers.
- Email, calendar and collaboration tools.
- Customer relationship management (CRM) and sales tools.
- Website analytics providers.
- Accounting, payroll and professional advisory firms.

We may also disclose personal data where required by law, for example to a public authority or regulator, or to establish, exercise or defend legal claims.

7. International data transfers

We store and process personal data within the EU and EEA wherever possible. Where a service provider we use is located outside the EU or EEA, or otherwise transfers data internationally, we ensure an appropriate safeguard is in place before the transfer takes place, such as an adequacy decision by the European Commission or the European Commission's Standard Contractual Clauses (SCCs), together with any supplementary measures needed to protect your data.

8. Your rights under the GDPR

Under the GDPR, you have the right to:

- Access the personal data we hold about you.
- Request correction of inaccurate or incomplete data.
- Request erasure of your data, where applicable.
- Request restriction of, or object to, certain processing.
- Receive a copy of your data in a structured, machine-readable format (data portability).
- Withdraw your consent at any time, without affecting processing carried out before withdrawal.
- Lodge a complaint with a supervisory authority, see section 15.



To exercise any of these rights, contact us at hello@aiempowerlabs.com. We will respond within one month, as required by the GDPR.

9. Automated decision-making

We do not use your personal data to make decisions based solely on automated processing, including profiling, that produce legal effects concerning you or similarly significantly affect you. If this changes, we will update this policy and provide you with information about the logic involved and your rights.

10. Data security

How we protect your data: We use appropriate technical and organisational measures, including encryption in transit, access controls limited to staff who need the data to do their job, and regular review of our security practices, to protect your data against unauthorised access, loss or misuse.

All personal data we control is stored on infrastructure located within the EU. If a data breach occurs that is likely to result in a risk to your rights and freedoms, we will notify the relevant supervisory authority, and you, without undue delay, as required by the GDPR.

11. Cookies

Our website uses cookies and similar technologies. Strictly necessary cookies, needed for the website to function, are always active. Analytics and other non-essential cookies are only set with your consent, which you can give or withdraw at any time through our cookie banner or your browser settings. Disabling cookies may affect how parts of our website function.

12. Marketing communications

We only send marketing communications, such as newsletters or product updates, if you have given your explicit consent, or in the limited circumstances permitted under the Swedish Marketing Act for existing customers regarding similar products or services. You may withdraw your consent or unsubscribe at any time, free of charge, by using the link in our emails or by contacting us directly.



13. Children's privacy

Our website and services are directed at businesses and professionals, not children. We do not knowingly collect personal data from anyone under the age of 18. If you believe a child has provided us with personal data, please contact us and we will delete it.

14. Changes to this policy

We may update this Privacy Policy from time to time to reflect changes in our practices or in applicable law. The version number and effective date at the top of this document indicate when it was last revised, and the latest version is always available at <https://aiempowerlabs.com/privacy-policy>. Material changes will be communicated to you where appropriate.

15. Contact us and supervisory authority

If you have questions or concerns about this Privacy Policy or how we handle your personal data, please contact us:

AI Empower Labs Sweden AB

Skolvägen 18, 265 72 Kvidinge, Sweden

Email: hello@aiempowerlabs.com

You also have the right to lodge a complaint with the Swedish supervisory authority:

Integritetsskyddsmyndigheten (IMY)

Box 8114, 104 20 Stockholm, Sweden

Email: imy@imy.se | Website: www.imy.se