

Privacy Policy

The Bergman & Beving Group ("Bergman & Beving" or "we"), and all companies that belong to the Bergman & Beving Group, process personal data about persons who visit and use our digital platforms and services.

Bergman & Beving protects personal privacy and strives for a high level of protection in all processing of personal data. All handling of personal data within Bergman & Beving are in accordance with applicable law. This Privacy Policy describes how we treat your personal data and applies to all Bergman & Beving Group's websites, mobile apps and platforms in social media (hereinafter "Digital Channels").

By visiting/using any of our Digital Channels, you agree to that we process your personal data as set out below.

What is personal data?

Personal data is all information that can be linked directly or indirectly to a living physical person. This means that data such as, for example, name and contact details constitute personal data.

What kind of personal data do we collect and how is the data used?

When you visit/use or communicate with us through our Digital Channels, we may collect information about you such as your name, mailing address, email address, mobile number and geographical location. If you sign up for newsletters, participate in competitions or the like, any additional personal data you choose to submit to us may also be processed.

The personal data is collected (i) in order for us to communicate with you, (ii) to manage marketing activities, and (iii) to maintain, develop and improve our Digital Channels and the platforms on which they are provided.

The protection of personal data

We maintain a high level of security for your personal data and have for this purpose taken appropriate technical and organisational security measures to protect your personal data from unauthorised access, modification, dispersion or destruction.

Restrictions of disclosure of personal data

We may hire external partners to perform tasks on our behalf, such as help with marketing, data analysis, and to provide services. The execution of these tasks may mean that our partners, both within the EU and outside the EU, have access to your personal data. Companies that handle personal data on our behalf are always required to ensure a high level of protection of personal data.

We may also disclose personal data to third parties, such as the police or other authorities, in the case of a criminal investigation or if we are otherwise required to provide such information according to law or decisions by proper authority.

We will not to any extent sell, or otherwise disclose your personal data, other than herein described.

External links

This Privacy Policy applies to personal data that is processed within our Digital Channels. Our Digital Channels may sometimes contain links to external websites or services that we do not control. If you follow a link to an external site, you are encouraged to review the privacy policy that apply to the webpage in question.

Right to information

You are at any time entitled to request that we stop processing your personal data, and we will do so unless there is a law or other provision that requires us to continue. In such case, please contact us at

personuppgifter@bb.se. Once a year you are also entitled to, upon a written request signed by you, obtain information about the personal data that we have recorded about you and to get any inaccurate data corrected.

Why we use cookies

Cookies are small text files that are placed in your computer or mobile phone when you visit a website. The cookies help our Digital Channels to recognise your device and to remember information about your visit (such as desired language, font size and other settings).

How you decline the use of cookies

You can deny the use of cookies by adjusting, or by selecting certain settings in your browser. Keep in mind that you may lose some useful features such as personalisation of the Digital Channel and "remember-me features".

Contact information

Bergman & Beving, or if applicable other companies in the Bergman & Beving Group, is responsible for processing your personal data. If you have questions about how we treat your personal data or want information on, and contact information for designated contact persons for personal data in other Bergman & Beving companies, please contact us at personuppgifter@bb.se.