

## STAMPEN LOKALA MEDIERS TERMS & DATA POLICY FOR ADVERTISING

As an advertiser/agency/buyer, you are responsible for the material's function and that the material's message is correct. Ads that cause problems are immediately removed from Stampen Lokala Medier ("SLM"). The advertiser is also responsible for the function of third party tracking/ aderving, and we ask you to follow our material specification carefully. You will find it at [www.gp.se/foretag](http://www.gp.se/foretag) under "Teknisk information". Advertising material must be submitted to [traffic@stampen.com](mailto:traffic@stampen.com) no later than 3 business days prior to campaign start.

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### 1 WHO IS COVERED BY THIS DATA POLICY

- 1.1 Anyone who advertises on any website within SLM undertakes to comply with SLM's at all times applicable terms and conditions for such advertising. These terms and conditions can be found on our websites and apply to advertisers as well as media agencies and others who, on their own or on someone's behalf, publish any advertisement (hereinafter jointly "Advertiser/Advertisers"). Anyone who engages a subcontractor for the purpose of for example, but not exclusively, measuring the result of such advertising undertakes to ensure that the subcontractor is informed of and complies with these conditions.
- 1.2 The Advertiser is responsible for the subcontractor's actions and omissions as for his own.
- 1.3 The term "Part" below means either SLM or the Advertiser and the term "Parties" means SLM and the Advertiser jointly.

### 2 PROCESSING OF PERSONAL DATA

SLM processes personal data in accordance with current legislation and its privacy policy. The Advertiser is responsible for ensuring that individuals who act on behalf of the Advertiser and provide personal information to SLM in connection therewith, such as the Advertiser's contractors and employees, are informed about SLM's personal data processing and privacy policy. The parties agree that each of the parties is a Data Controller for their respective processing of personal data.

### 3 UPDATED TERMS

SLM reserves the right to update these terms and conditions as required, and it is up to Advertisers to keep updated on current terms. The latest version of the terms and conditions is available at [www.gp.se/foretag](http://www.gp.se/foretag). In the event of major changes, SLM undertakes to inform the Advertiser specifically of these.

#### **4 PROHIBITION OF COLLECTION OF DATA**

Data relating to users of SLM sites may not be collected, or collected by third parties, in order to, now or in the future, advertise against its users or categorize/segment users for other commercial purposes by using cookies or other tracking methods without the prior consent of SLM. Exceptions to the prohibition of data collection are made only regarding the third party's commitment to the Advertiser regarding the collection of anonymous data, which is allowed for the purpose of reporting and following up the Advertiser's number of impressions, reach and conversion.

#### **5 PROHIBITION OF TRANSFER OF DATA**

Data relating to users of SLM's sites may not be shared with third parties by, for example, but not exclusively, being transferred to external advertising exchanges, data collection platforms or other systems to in any way increase value or capitalize on this data without prior approval from SLM.

#### **6 PROHIBITION OF HANDLING OF PERSONAL DATA ON USERS OF SLM'S CONNECTED SITES**

Data containing personal data as defined in Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free flow of such data and repealing Directive 95/46 / The EC ("GDPR") regarding users of SLM's connected sites may not be processed without the expressed consent of the processed. In this context, treatment and consent means the definition according to "GDPR" and the regulations of the Data Inspection Authority. This includes, but is not limited to, a prohibition on associating cookies or other tracking methods with personal data.

#### **7 SANCTIONS IN CASE OF BREACH**

Violation of these terms also constitutes a material breach of the advertising agreement between Advertiser and SLM or any company within the SLM group of companies. In the event of such material breach of contract, or reasonable suspicion that such a material breach of contract exists, SLM is entitled to terminate the agreement with immediate effect and to claim compensation for the direct damage caused by the breach of contract. If the breach of contract was made intentionally or through gross negligence, the right to compensation shall also include a right for indirect damages.