

Privacy Policy and Cookie Policy

Effective Date: 1 April 2025 Last Updated: [09th April 2025]

The ÅrtikC ("we," "us," "our") is committed to protecting your privacy and ensuring the responsible handling of personal data in accordance with the General Data Protection Regulation (GDPR) and applicable Swedish data protection laws. This Privacy Policy explains how we collect, use, store, and share your personal data when you visit our website (www.theartikc.com) or engage with our digital consultancy, advisory, and training services.

1. Data Controller

The data controller responsible for your personal data is: The ÅrtikC (Enskild firma)
Organization Number: 850512-7210 Registered Address: 18B, Gärdesgatan, Lgh 1204, 821 33 Bollnäs, Sweden Email: contact@theartikc.com

2. What Personal Data We Collect

We may collect the following types of personal data:

- Name, email address, and professional details when you contact us or subscribe to updates
- Communication data from emails, contact forms, or scheduling requests
- Technical data (e.g., IP address, browser type, device, usage data) via cookies and analytics tools
- Information shared during service engagements (e.g., client profiles, service feedback)

3. How We Use Your Data

We use personal data to:

- Respond to inquiries and deliver requested services
- Provide project documentation, invoices, and follow-up materials
- Improve our services and website performance
- Maintain legal and regulatory compliance
- Manage communication preferences

4. Legal Basis for Processing

We process personal data based on:

- Your consent
- Performance of a contract (e.g., delivering consultancy services)
- Legal obligations (e.g., tax or accounting requirements)
- Legitimate interest (e.g., website security, service development)

5. Data Storage and Transfers

Our website and associated tools are hosted on Wix.com, which stores data in secure servers located in the EU, the United States, and other jurisdictions. Data may be transferred outside the EU/EEA, including to Israel and the U.S., under legally recognized safeguards such as Standard Contractual Clauses (SCCs). We also use Google Workspace for business communication.

6. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by applicable laws and regulations.

The following retention periods apply:

- Email correspondence sent to The ÅrtikC: retained for up to 12 months, unless part of a formal client engagement or legal documentation
- Client contracts, project records, and financial documentation: retained for up to 7 years, as required by Swedish tax and accounting laws
- Technical data collected via Wix hosting analytics: retained by Wix in accordance with their default system settings, typically for up to 12 to 26 months depending on the nature of the data. This includes aggregated, non-identifiable data such as page views, session durations, and device/browser types.

We do not use contact forms or send newsletters. All communications are initiated voluntarily via direct email.

Data stored via Google Workspace (Gmail, Drive) is secured with multi-factor authentication and retained according to internal retention protocols and legal obligations.

7. Your Rights under the General Data Protection Regulation (GDPR)

As a data subject, you have the following rights under the GDPR, subject to certain conditions and applicable laws:

- Right of access – You may request confirmation of whether we process your personal data and receive a copy of the data we hold about you.
- Right to rectification – You have the right to request correction of any inaccurate or incomplete data.
- Right to erasure (“right to be forgotten”) – You may request deletion of your personal data in certain situations, such as when it is no longer necessary or you withdraw consent.
- Right to restriction of processing – You can ask us to limit how we process your data in specific cases.
- Right to object – You may object to the processing of your personal data based on legitimate interests or direct communications.
- Right to withdraw consent – If processing is based on your consent, you may withdraw it at any time, without affecting the lawfulness of processing before withdrawal.
- Right to lodge a complaint – You may file a complaint with the relevant supervisory authority. In Sweden, this is the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY): www.imy.se

To exercise any of your rights, please contact us at: contact@theartikc.com. We will respond in accordance with applicable legal requirements and timeframes.

8. Data Security

We apply appropriate technical and organizational security measures to protect your personal data from unauthorized access, loss, alteration, or disclosure. These include secure hosting, encryption, password protection, and access control measures.

9. Sharing of Data

We do not sell your personal data. We may share it with trusted service providers (e.g., cloud hosting, analytics, invoicing) strictly for the purpose of operating our services. All such providers are bound by data protection agreements in accordance with GDPR.

10. Changes to This Policy

We may update this Privacy Policy as needed. Updates will be published on our website with the revised "Last Updated" date.

Cookie Policy

Effective Date: 1 April 2025

Last Updated: [9th April 2025]

This Cookie Policy explains how **The ÅrtikC** (“we,” “us,” “our”) uses cookies and similar technologies to recognize you when you visit our website at www.theartikc.com.

1. What Are Cookies?

Cookies are small text files placed on your device by websites you visit. They help websites function correctly, enhance user experience, and collect anonymous usage data.

2. Types of Cookies We Use

We use the following categories of cookies on our website:

- **Essential Cookies** – Required for core functionality, such as navigation, security, and accessibility.
- **Analytics Cookies** – Help us understand how visitors interact with the site (e.g., page views, session time). Data is aggregated and anonymized.
- **Preference Cookies** – Store your preferences, such as language or cookie choices.
- **Marketing Cookies** – We do not currently use marketing or advertising cookies. If introduced in the future, we will update this policy and seek explicit consent.

3. Cookie Consent

When you first visit our website, a cookie banner will ask for your consent. You may accept all cookies, reject non-essential ones, or customize your preferences. You may also adjust your settings at any time via your browser.

4. Managing Cookies

Most web browsers allow you to control or disable cookies through their settings. Please note that disabling essential cookies may affect how the website functions.

5. Third-Party Cookies

Some cookies may be set by third-party providers, such as **Wix.com** (our hosting platform) or embedded services (e.g., maps or media). These third parties may process data under their own policies.

6. Updates to This Cookie Policy

We may update this policy to reflect changes in law, technology, or our practices. The latest version will always be available on this page, with the “Last Updated” date reflecting recent changes.

Contact Us

If you have any questions about this Cookie Policy, please contact:

The ÅrtikC

 contact@theartikc.com