

## PRIVACY POLICY – SELF MADE

This privacy policy explains when, how and why we collect information about you when you are using the services provided by DSJ Media AB ("us", "we"), a limited liability company incorporated under the laws of Sweden, on the Self Made online platform (the "**Services**"). When we say "you", we are referring to the person who has submitted its personal information to us.

We respect your right to privacy and are committed to safeguarding your rights by complying with applicable data protection regulations. We want to make sure that you understand what type of information we collect about you, how it is used and how we protect it.

IT IS IMPORTANT THAT YOU READ AND UNDERSTAND THESE TERMS BEFORE SUBMITTING YOUR INFORMATION. IF YOU DO NOT AGREE, PLEASE REFRAIN FROM USING THE SERVICE.

### 1. THE INFORMATION WE COLLECT

When you are using our Services, we collect information directly from you. We may collect some or all of the following information about you:

- Name
- Facebook Profile Picture
- Friend List (Facebook ID array)
- Facebook ID
- Location
- Email Address
- Age
- Phone Number
- Address

We also collect information from you passively through tracking tools like browser cookies. Read more about this in our Cookie Policy which you can find on the Self Made online platform.

### 2. WHY WE COLLECT INFORMATION

When you provide us with personal information, it is used for the following purposes:

- To provide the Services and to produce the Self Made talent competition (the "**Competition**");
- To communicate with you about your account, our relationship or your participation in the Competition (if you are a participant in the Competition);
- To respond to your requests and questions;
- To improve our or our business partners' services;
- To promote us, our affiliates or other third parties; and
- To analyse site trends and site use.

### 3. HOW WE SHARE YOUR INFORMATION

We will never sell your personal information to third parties. We may share your information with our affiliates and partners in order to allow us and them to provide you information regarding their

services and products. We may also share your information with third party service providers (including but not limited to hosting service providers) in order to provide you the service described herein.

We do not control and are not responsible for the privacy and data security practices of these third parties but we take reasonable measures to ensure that the your information is only used for the purposes described herein.

If necessary, your information may also be transferred to:

- Local or foreign regulators, governments and law enforcement authorities;
- Local and foreign courts, tribunals, arbitrators or other judicial authorities; and
- Third parties, if so required to comply with mandatory law requirements

To provide you with the Services, we may store, process and transfer information in the European Union and locations around the world - including those outside your country. We may process your information in other countries than your home country. The country where we process your information may not offer the same level of protection for your information.

#### **4. HOW LONG WILL WE STORE YOUR INFORMATION**

We will retain your information only as long as it is necessary in order to provide you the Services described herein or for as long as we are lawfully required to do so.

#### **5. HOW WE PROTECT YOUR INFORMATION**

Protecting your privacy is very important to us. We take commercially reasonable precautions to protect your information from loss, misuse, unauthorized access, disclosure and destruction by storing your information on secure servers. However, the Internet is not 100% secure and we recommend that you always use caution when providing personal information over the Internet.

#### **6. AMENDMENTS TO THIS POLICY**

We may amend this policy from time to time. An updated version of the Privacy Policy may be found at [www.goselfmade.com](http://www.goselfmade.com). We encourage you to frequently check our website for any changes to this Privacy Policy.

#### **7. INFORMATION ABOUT YOUR INFORMATION**

You have the right to request information about the personal information we hold on you. If your information is incorrect, incomplete or irrelevant you can ask to have the information corrected or removed. You also have the right to annually request written documentation, free of charge, on the personal information we have on you on our account files. We will give you access to any information we hold about you within 30 days of any request for that information. Unless prevented due to legal requirements, we will remove any information about you from our servers at your request.

#### **8. CONTACT**

If you have any questions regarding this Privacy Policy or regarding the information that we hold on you, you may contact us by using the following information:

[info@goselfmade.com](mailto:info@goselfmade.com)

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