

# Privacy policy for Lunds IVF Center

**Last updated 2023-03-27.**

## **Lunds IVF Center protects your personal integrity.**

You should always be able to feel safe when you submit your personal information to Lund's IVF Center. We strive for a high level of data protection, and through this privacy policy we want to show how we ensure that your personal data is processed in accordance with applicable legislation. We value your privacy and your continued trust. We also describe your rights and how you can enforce them.

You are always welcome to contact us if you have questions about how we process your personal data.

## **Data controller**

Lunds IVF Center is the data controller for the processing of your personal data and is responsible for ensuring that the processing takes place in accordance with current legislation. Our contact details are at the end of this text.

## **What personal data is collected?**

### *Patients*

We collect and process the personal data needed for us to be able to provide you with the care you have sought, such as your name, your social security number, your contact information, information in your medical record and more.

### *Visitors to the website*

Lunds IVF Center collects (via Google Analytics) and processes personal data about you who visit our website ([www.lundsivfcenter.se](http://www.lundsivfcenter.se)) in the form of technical information, such as IP address and device information, which is needed for us to be able to analyze the use of and develop our websites. The personal data is collected when you visit our website.

### *Cookies*

Our website uses cookies. Cookies are text files that are stored in your browser in connection with the visit to the website. Cookies uniquely identify the browser when the website is revisited.

We use cookies to make our website work and make it more user-friendly. In addition, we use cookies that allow an analysis of how the website is used, such as the frequency of page views and entered search terms, to improve the quality of our website and website content. We also use cookies for ads.

Cookies are sometimes used to collect information that is considered personal data, such as IP address and information linked to the IP address, but no personal data that is directly attributable to you.

### *Recruitment*

Lunds IVF Center collects and processes the personal data needed for us to be able to recruit relevant and qualified staff, such as name, postal address, e-mail address, telephone number and CV. We also collect information from public registers to supplement and update information about you, such as the population register, the National Board of Health and Welfare's register of issued identifications. The information is collected directly from you in connection with you applying for a position with us.

### **Why do we process your personal data?**

To ensure your identity and be able to provide you with good and safe care. Lunds IVF Center needs to process your data to fulfill our part of the agreement with you. We also need to process your data to comply with the laws that govern our business.

### **Who does Lunds IVF Center share information with?**

Lunds IVF Center does not basically share the data with third parties, but may, where applicable, share information with partners such as other healthcare providers if they are involved in the processing, or external suppliers of IT services, such as appointment booking services. These partners are subject to the same strict laws and regulations as Lund's IVF Center regarding the handling of personal data.

### **How long do we save your personal data?**

We save your personal data only as long as it is needed for the purposes stated above, or to meet the legal requirements we are subject to.

### **Your rights**

You have certain rights regarding our processing of your personal data. If you want to exercise your rights, you are welcome to contact us.

You have the right to request information about what personal data we store about you, a so-called register extract.

In addition, you always have the right to turn to us to object to a processing we carry out that concerns you or request a copy of the data that concerns you and that we process to fulfill an agreement with you.

### **Changes to our privacy policy**

We may, from time to time, update this, Policy. We recommend that you revisit our privacy policy to receive updated information about how we handle the privacy of our visitors.

### **Contact us about our privacy policy.**

In the event of questions or complaints about how personal data is processed and / or protected, or regarding your rights, we would like written comments to be sent to us. See below for our contact details.

### **CONTACT**

Contact Lunds IVF Center if you have questions about how we handle your personal data or if you want to exercise your rights.

**Lunds IVF Center AB**

**Stortorget 1**

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**email address: [info@lundsivfcenter.se](mailto:info@lundsivfcenter.se)**

**Phone number: 046-12 00 04**