



Privacy Protection Policy

Personal Data

Svenska Artisters och Musikers Intresseorganisation [Swedish Artists' and Musicians' Interest Organisation] (corporate ID no. 702000-0803, hereafter "SAMI" or "We") values the protection of your personal integrity.

SAMI endeavours to always protect your personal data in the best way and to comply with all the applicable laws and rules for personal data protection in force at any time. In this privacy protection policy, you can read about what personal data we collect and how it is processed.

SAMI's Privacy Protection Policy

SAMI's processing of your personal data takes place in accordance with the General Data Protection Regulation (European Parliament and Council regulation [EU] 2016/679 of 27 April 2016, also known as "GDPR").

SAMI is the personal data controller for processing your personal data. If you have questions or opinions about the way we process your personal data or about this Privacy Protection Policy, you may contact SAMI at any time (telephone no. 08-453 34 00, contact person Stefan Stråle).

What is personal data and how is it collected?

Personal data means all information that can be directly or indirectly related to a physical living person. Examples of personal data include name, address, personal identity number, telephone number and e-mail address.

Collection of personal data can be both active and passive. Active collection occurs when you provide us with your details at the time when, for example, you become a member of SAMI, sign an agreement with SAMI, submit a recording list to SAMI or when you log in to MinaSidor [My SAMI] and enter information there, for example. Active collection can also occur when SAMI obtains information about you from different registers for the purpose of identifying and locating you so that we can contact you for making payments. Passive collection takes place through technical tools such as cookies.

What personal data does SAMI process?

The personal data on you that we process depends on what relationship you have with us. The most common relationship is when you are an artist or musician and we process the personal data that you or, where applicable, a recording company, music reporters or others (so-called third parties), provide to us. The personal data we then process may include the following: name, pseudonym, address, home

country, nationality, gender, e-mail address, telephone number, artistic name, photographs, IPN (International Performer Number), personal identity number, bank details, TINs (Tax Identification Number). You can also be a client/music user with SAMI and then the processing of personal data is normally limited to name of contact person, e-mail address and work telephone number.

In order to update the data, we use address information from public records, records such as the national registration system/the Swedish Population and Address Register (SPAR), banks or information companies and records of national or international partners. You yourself may also update the data we have on you through MinaSidor [My SAMI].

In the case of use of our website, we also automatically process some information (including information on how you use the website, technical information, IP address, which browser and which operating system are used).

Your personal data may also be present in different types of data logs that are necessary in order for several of our digital systems to operate properly. Examples might include incoming and outgoing e-mail or phone calls.

We never collect more personal data than is necessary with regard to the purpose of the processing.

What is the legal basis for our processing of your personal data?

Your personal data is processed on the following legal basis: the data is necessary to enable SAMI to fulfil an agreement with you; you have given your consent to the processing; we have a legitimate interest in processing your data or the processing is necessary to enable SAMI to fulfil a legal obligation (section 47 of the Copyright Act).

What is the purpose of SAMI's processing of personal data?

SAMI processes your personal data for the fulfilment of SAMI's purposes: The administration of the performing artist's right to payment and in order to fulfil SAMI's commitments towards you as a right-holder and associate - i.e., for the purpose of collecting, allocating and distributing payments to you when your recorded performances are used publicly and in order to provide you access to the information and services that SAMI offers. Information is provided for example through our newsletter, which is published no more than 10 times per year.

SAMI also processes your personal data if this is necessary in order to comply with laws and regulations in force, requests or orders from the Inspection Authority or other authority or court or to protect or defend our rights, our property or our interests.

Disclosure of personal data to third parties

In order to manage your association with SAMI and in order to be able to fulfil our commitments towards you as an associate, SAMI must occasionally disclose your personal data to others.

The purpose of disclosing personal data is to enable SAMI to efficiently identify, locate and collect payments. The data is disclosed to national, regional and international organisations and partners only in cases where such is necessary.

These are other collective management organisations in accordance with SAMI's representation agreements with, either directly or via international database collaborations in which SAMI participates through its membership of SCAPR (the Societies' Council for the Collective Management of Performers' Rights) and also the VRDB (Virtual Recording Database), which is a database containing records of recordings ("repertoires") and the IPD (International Performer's Database), which is a database of information on musicians and artists that indicates affiliation with societies.

In addition to the above, SAMI discloses your personal data to third parties if necessary in order to comply with applicable laws and regulations, to comply with requests or orders from a supervisory authority or other authority or court or to protect or defend our rights, our property or our interests.

We also share your personal data with certain IT systems providers but, in these cases, we have signed so-called personal data assistance agreements with them in accordance with the GDPR.

Your personal data may also be transferred to a third party in the event of a reorganisation, merger or transfer of SAMI's activities.

Disclosure of information to a third country

SAMI also collects payments from countries outside Europe. In view of this, we disclose your personal data to countries outside the EU/EEA whenever necessary in order to manage your association with SAMI or to enable us to fulfil our commitments towards you as an associate or, if necessary, in order to comply with applicable laws and regulations, comply with requests or orders from a supervisory authority or court or to protect or defend our rights, our property or our interests.

How long we save your personal data for

We save your personal data only for as long as is necessary to fulfil any of the purposes for which the personal data was collected or to comply with the requirements of a law or regulation, a request by a supervisory authority or an order from a court. If you have chosen to leave SAMI, we cannot remove your data at once because it may be needed to enable payments to be made to you including after you have left SAMI. Personal data that we use to identify your participation in a recording is saved for as long as the recording is protected under Swedish and international copyright legislation, and sometimes longer, to enable us to identify the recordings and avoid incorrect payments.

If you are a contact person for a customer, your data is saved for as long as the agreement relationship continues to exist or until you or your principal informs us that a new contact person has been appointed. SAMI will also carry out automatic thinning in associate and customer systems to ensure that personal data that is no longer relevant to enable us to carry out our assignment is removed.

The rights of the data subject

In accordance with applicable personal data legislation, you are entitled to receive information on what personal data on you is processed by us. If you wish to receive that information, you must send us a request. A request must be made in writing on

paper and must be signed by you or submitted by e-mail. You send the request to SAMI, Söder Mälarstrand 75, 118 25 Stockholm or to info@sami.se. We will process your request without undue delay.

You can at any time ask for data that is inaccurate, incomplete or that is no longer necessary for the purpose for which it was collected to be erased, corrected or blocked. You can also edit some of the information on you in Mina Sidor. Nevertheless, there may be legal requirements contained in accounting and tax legislation, for example, that mean that we are not permitted to erase your personal data immediately. We will then choose to retain the data until we have the right to remove it.

If you wish to move your data from us, you are also entitled to receive a copy of the personal data relating to you compiled in a structured, machine-readable format (right to data portability). This right only relates to data that you yourself have shared with us.

Complaints

If you are dissatisfied with the way we process your personal data, we ask you to contact us first at info@sami.se.

If you are dissatisfied with the way we deal with your complaint, you can refer your complaint to the relevant supervisory authority, which at present is the Swedish Data Protection Agency: www.datainspektionen.se