

Privacy Policy

Effective date: 10 February 2026

[This Privacy Policy explains how Meetric Nordic AB processes your personal data when you visit our website, receive our marketing, or engage with us as a contact, applicant, or shareholder.](#)

Important: [This policy applies where Meetric is the data controller. It does NOT cover data from meeting recordings or transcriptions. If you're a meeting participant, contact your organisation about how they process your data.](#)

~~Within this policy we would like to inform you about what purpose and to what extent we collect your personal information while using our website and other digital channels that Meetric Nordic AB are in control of.~~

~~The terms of this policy is valid from 2020-08-18 and until further notice. This policy will be reviewed at least once per year, whereas any affected individuals that has their personal information processed by Meetric Nordic AB will be contacted and informed about any changes made to this policy.~~

~~For further questions or to exercise your data rights, contact our Data Protection Officer, Antoine Hedgecock at or contact us at regarding this policy, processing of personal information or having your personal information updated or corrected, please contact Meetric Nordic AB, at address Drottninggatan 55, 111 21 Stockholm, phone: +46 8 505 721 00 or via email; info@meetric.com.~~

Data controller

~~Meetric Nordic AB ("Meetric", "we"), hereinafter referred to as "the Company", is personally responsible, in accordance with applicable data protection legislation, according to GDPR for the processing of personal information described in this Privacy Policy in those situations where we act as a data controller.~~

~~We care~~[The Company cares](#) about you and your personal integrity while ~~you visit~~[visiting](#) the website Meetric.com and the social media platforms that ~~we use~~[the Company uses](#) (see ~~the a complete~~ list under [the](#) section ["Links and external websites" where applicable.](#)).~~");~~
We are responsible for ensuring that the personal information collected by us is only used for its intended purpose. We will protect your personal information against unauthorised access and use.

Below is a summary of our obligations and your rights as a personal information provider.

Processing of personal information

~~In order~~ For us to be able to answer certain questions or fulfill a request from you, certain personal information must be provided, such as name, address, company, email ~~address~~, or phone number. The information you provide ~~to us with~~ is used to process your requests and/or to ~~provide~~ fulfill the ~~service or~~ information ~~or resources~~ you have requested.

We also process data that ~~is have been~~ registered automatically during your visit as well as information collected from our website that requires ~~an~~ interaction (see ~~the section~~ ~~"cookies and log files"). logs"~~).

Personal information may be ~~transferred to companies within the Company's group. Other companies within the Group may individually be responsible in accordance with the terms and conditions applicable to each service or function and according to national law applicable to such company.~~

~~Personal information might be~~ provided to subcontractors ~~that we engage which the Company employs~~ to perform ~~supporting tasks, services, i.e.~~ for ~~example~~ the ~~distribution disclosure~~ of financial information, invitations, recruitment, and the Annual General Meeting. Each designated subcontractor ~~processes is a~~ personal information ~~on our behalf in accordance with applicable data protection legislation and applicable data processing agreements controller for the Company.~~

How long will the Personal Information be stored?

We ~~retain store your~~ personal ~~data only~~ information as long as ~~it is~~ necessary ~~for to provide you with our services or if we decide there is another legitimate reason for longer storage.~~

~~The right to store you personal information is based on the right of legitimate interest.~~

~~Legitimate interest is based on that we will only communicate with you in your professional role and keep you informed based on one~~ the purposes ~~below.~~

Purposes:

- ~~• Keep you informed by email as we add new blog posts or news to our website.~~
- ~~• Send the information you request from our Knowledge Banks/Resources/Expertise/Inspiration pages.~~
- ~~• Inform you about activities and events that might interest you.~~
- ~~• Contact you with the help you have requested.~~
- ~~• Contact you about recruitment if you have applied to work with us.~~

- ~~Applications to annual general meetings are used for voting lists and to administer the annual general meeting.~~
- ~~We also save personal information for the purpose of marketing analysis and automatic profiling based on user behaviour, where your profile might be used for marketing purposes.~~

Marketing ~~described in~~

~~By accepting this policy, or as required by law. This section applies to our processing as data controller (website, marketing, recruitment, customer relationships), not covering data processed under our data processing agreements with our customers.~~

Retention periods:

~~• you also agree that the Company uses your personal information to contact you for marketing and marketing analytic purposes. The purpose for this is to enhance the experience and optimize the quality of our services. If you for any reason wish not to receive any marketing, please contact us with the subject that you do not wish to be contacted with any promotional purposes by sending an email to info@meetric.com or use links that we provide in email communication with you for controlling the personal information that we store.~~

Marketing contacts: ~~Whilst subscribed. If inactive for 24 months, we'll ask if you want to remain subscribed. Unsubscribed emails stay on our suppression list indefinitely to prevent re-contact.~~

• **Job applicants:** ~~6 months after recruitment ends, or up to 24 months with your consent for our talent pool.~~

• **Contract, billing and customer relationship data:** ~~Retained for the duration of our relationship and as long as required by law (for example financial records: 7 years) or to handle potential disputes.~~

Cookies and analytics: ~~Personal data linked to cookies and analytics is retained in line with the lifetimes described in the "Cookies and log files" section of this Privacy Policy.~~

~~Contact to request deletion, subject to legal retention requirements.~~

Purposes

~~We process your personal information, as a data controller, for clearly defined purposes described in this Privacy Policy.~~

We rely on different legal bases depending on the purpose: your consent (marketing and non-essential cookies), performance of a contract (for example our agreements and related support), legal obligations (for example accounting and AGM administration), and our legitimate interests (for example website operation, B2B marketing, and relationship management). You can object to processing based on legitimate interests.

In particular, we process your personal information to:

- Communicate with you and manage our relationship (including responding to enquiries and providing support).
- Provide resources and information you request (such as downloads, newsletters, and events).
- Carry out marketing and send invitations in line with applicable law and your choices.
- Manage recruitment processes if you apply to work with us.
- Administer corporate governance matters such as annual general meetings.
- Operate and improve our website and digital channels, including statistics, analysis, and limited profiling to tailor content where permitted by law.

Marketing

We send marketing when you have asked us to receive it (for example by subscribing or downloading a resource), or where marketing law allows us to contact existing customers about similar services.

You agree to marketing by ticking consent boxes when downloading resources or subscribing. You can withdraw consent at any time by clicking "unsubscribe" in emails or contacting dpo@meetric.com.

Your rights as a Data Subjectpersonal information provider

We only store the personal information that we need in accordance with ~~according to~~ the purposes described above. As a personal information provider you always have the right, in accordance with applicable data protection legislation, to:

- ~~• Access~~Take note of the personal information we store about you. Request that
- ~~• Change or update~~ the personal information we store about you is rectified or updated.
Request that:-
- ~~• Have~~ your personal information is erased (the "right to be deleted and forgotten")
where the requirements for erasure are met. Request that we restrict the processing of:-

- Have your [personal information in certain circumstances.](#)

[Object to certain processing of your personal information, including any direct marketing. Receive the personal information that you have provided to us instored but no longer linked to you as a structured, commonly used, and machine-readable format \(data portability\), where applicable.](#)~~person.~~

You also have the right to [receive](#)~~get~~ information ~~about infringements in our data records by email~~ from us [about any personal data breaches concerning your personal information when required by applicable law.](#)

If you require assistance or [wish](#) to ~~exercise~~[be informed about](#) your rights, you can contact us by sending an email to dpo@meetric.com. You also have the right to lodge a complaint with a supervisory authority, for example the Swedish Authority for Privacy Protection (IMY), www.imy.se info@meetric.com.

To exercise rights: Contact . We respond within one month, free of charge (unless requests are excessive).

Safeguards

~~We want~~[The Company wants](#) you to feel safe when providing us with your personal information. ~~We;~~ therefore ~~we~~ take all reasonable [technical and organisational measures](#)~~precautions~~ to [ensure that](#)~~make sure~~ your personal information is [protected](#)~~safe~~. Among other things, SSL security [and access controls are utilised](#)~~is utilized~~. Your personal information will never be sold or transferred to other parties for ~~other~~ purposes [other](#) than [those](#) specified in this [Privacy Policy or in accordance with applicable law](#)~~policy~~.

Processing of personal information is [carried out in accordance with](#) ~~done according to the~~ Swedish [data protection legislation and the GDPR](#)~~integritetsskyddslagstiftningen~~.

The systems we use to store your data are fundamentally adapted to comply with [the](#) privacy laws that [apply](#)~~exist~~ in Sweden and the rest of the EU. ~~We as described here. The Company~~ only cooperates with partners that process personal information within [the](#) EU/EEA or [with](#) companies that [ensure an adequate](#)~~comply with the same~~ level of [protection in accordance with applicable data protection legislation.](#)

International transfers

[This section applies only to our processing as a data controller \(website visits, marketing, customer accounts\). For data processed through the Meetric service \(meeting recordings, transcriptions\), any international transfers are governed by our data processing agreement with customers. Under such data processing agreements, all service data is stored and processed within the EU/EEA.](#)

For our own processing security as a controller, we primarily use service providers located within the EU/EEA. Where we use providers outside the EU/EEA, we ensure appropriate safeguards, such as EU-US Data Privacy Framework certification or Standard Contractual Clauses approved by the EU Commission. You can request information about specific providers and safeguards by contacting dpo@meetric.com EU/EEA requires.

Cookies and log files

Cookies

When you visit meetric.com, cookies are stored on your device. These are small text files that can store information such as settings on the website. They also allow tracking ~~of to~~ follow what you do on the website.

Most web browsers accept cookies by default, but if you do not want to ~~allow~~ utilize cookies you can change your browser settings to be notified every time a ~~website~~ web site tries to store a cookie on your device.

When you visit our website you will be notified and informed about the different cookies we ~~use~~ utilize and how you can set your web browser to notify you every time it ~~receives~~ is receiving a request to store a cookie. This way you are in control ~~of whether~~ if you want to accept or reject the request to store a cookie.

Our Cookies

A cookie is a text file that downloads and stores information about your visit ~~onto~~ the device you are accessing the site from. The details of your previous visit are remembered for the next time you visit the website using that device.

Cookies help Meetric Nordic AB improve the performance of the website as ~~they~~ remember it remembers your ~~preferences~~ and ~~enable improvements~~ can make tweaks based on visitor behaviour and statistics. We sometimes place cookies on your device which helps us serve relevant adverts to you when you visit other websites.

The types of cookies we use

We ~~use~~ have listed the ~~following~~ categories of cookies ~~we use~~ on the website: ~~and the function of them below:~~

Necessary cookies

These cookies are essential for the website to operate correctly and cannot be disabled without ~~affecting~~ ruining the usability of the website. The law does not require us to ask ~~for~~

consent to use these cookies and they will always be placed when you use the Meetric Nordic AB website.[We delete these cookies when you leave the website, where possible.](#)

~~We delete these cookies when you leave the website, where possible.~~

Functional Cookies

These cookies remember the choices you make on our website [and improve, improving](#) your experience. We use them to display recommendations for you based on your past activity on our website. Functional cookies may be required for actions such as watching a video.

Any data that these cookies collect is anonymised before being used for any other purpose. We do not keep records of your data or track you personally, or monitor how you browse other websites.[This information is not made available to other websites.](#)

~~This information is not made available to other websites.~~

We also use third [-](#)party cookies from companies such as LinkedIn and Facebook to allow you to share information [onto](#) your timeline by liking or sharing content.

Analytics Cookies

Analytics cookies are used to gather anonymous data on how visitors use the website. They look at [whichwhat](#) pages are the most popular, how long visitors stay on them, if and when a user gets an error message, and other similar useful data which we use to improve how the website works and [to](#) make information easier to find. This data is anonymous and we cannot track you individually using analytics cookies.

Managing Cookies

Most web browsers allow you to control which cookies are accepted via [the browser settings](#). [If the browser you use is not listed in common help articles, there is normally a "Help" option in your browser to find out how it handles cookies, or you can visit the website from which you downloaded it for more information.](#)~~a setting interface, we have listed articles on this below:~~

[If you continue to use our website without making any changes to your settings, we will assume that you accept our use of cookies.](#)

- ~~• [Cookie settings in Internet Explorer](#)~~
- ~~• [Cookie settings in Firefox](#)~~
- ~~• [Cookie settings in Chrome](#)~~

- ~~Cookie settings in Safari web~~
- ~~Cookie settings in Safari iOS~~

~~If the browser you like to use is not listed above, normally there is a 'I help' option on your browser to find out about how it handles cookies, or visit the website you downloaded it from for more information.~~

~~If you would like to contact us about cookies, please email us at info@meetric.com.~~

Managing Analytics Cookies

~~Google Analytics provides a browser plugin to prevent their analytics cookies being placed tools.google.com/dlpage/gaoptout or you can use your browser settings to disallow analytics cookies. [Some analytics providers also offer separate tools or browser add-ons to opt out of their cookies.](#)~~

Tracking email communication

We ~~may~~ use ~~third-party tools, such as marketing automation and email platforms, SharpSpring~~ to track our email communications. We do this to ~~help~~ ensure that ~~an~~ email correspondence is delivered and that ~~it is~~ delivered to a valid email address, ~~and to understand how our communications are used.~~

Third -party cookies

We use cookies for analytical purposes to evaluate and ~~compile to draw~~ statistics ~~on over~~ the general behaviour of ~~visitors the visitor~~ on our website, ~~.-~~

For example:

- What external websites ~~the~~ visitors came from
- ~~What~~ ~~search terms~~ ~~search terms~~ were used. ~~Which~~
- ~~What~~ pages ~~that~~ are visited most frequently.

We gather statistics about the usage ~~of~~ and interactions on our web ~~site~~ ~~page~~. This information is collected to make our website as user friendly and relevant as possible for you as a visitor. All the information that is collected is aggregated ~~at an overall on a~~ ~~comprehensive~~ level ~~and is, as well as~~ anonymous.

~~Our~~ Meetric AB website ~~may use uses the following~~ tools ~~such as~~:

- Google Analytics ([website analytics - EU/US, DPF-certified](#))
- ~~Google Search Console~~
- Google Tag Manager ([tag management - EU/US, DPF-certified](#))
- ~~LinkedIn (~~
- Hotjar
- Hubspot

Social media [integration - EU/US, DPF-certified](#))

[For each tool, we ensure GDPR-compliant data processing agreements. You can opt out via cookie settings or browser add-ons.](#)

- ~~platforms (see “~~**links and external websites**~~:Our website may contain links to third-party websites that we do not control.”)~~

If you [follow these links, their own privacy policies and terms will apply. We are not responsible for how such third parties process](#)~~continue to use our website without making any changes to your personal data~~[settings, we will assume that you are ok with our cookies.](#)

Social media: [We're active on LinkedIn. When you interact with us on social platforms, their privacy policies apply. We may use social plugins \(for example share buttons\) - these platforms may collect data about your visit in line with their policies.](#)

Log files

When you ~~use~~[are using](#) the web from your computer or mobile device, the web server will log your interaction with the website.~~;~~ this log will contain basic information such as page views and IP address. The information inside these log files is completely anonymous and cannot be used to identify you as a person.

[Changes to This Policy](#)

[We may update this policy to reflect legal changes or business developments. Material changes will be notified via email or website notice at least 30 days in advance. Continued use after changes indicates acceptance.](#)

[Version history:](#)

[Version 2.0 \(10 February 2026\) - Updated for increased clarity](#)

[Version 1.0 \(18 August 2020\) - Original version](#)**Using data for profiling**

~~We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively.~~