

# Qasa Privacy Policy for Business Customers, Partners, and Advertisers (B2B)

## 1. Scope and Data Controller

Qasa collects and processes personal information about individuals we interact with in a business-to-business (B2B) context. This includes our business customers, professional landlords, partners, and employees of our advertisers.

- **Controller:** Qasa AB is the controller responsible for the processing described in this policy.
- **Exclusions:** This policy does **not** cover end-user (consumer) data collected through our standard rental marketplace. For information on how we handle consumer personal data, please refer to our [General Privacy Policy](#).
- **Data Processor Role:** Qasa acts as the controller for the B2B data.

## 2. How We Collect Personal Information

We collect B2B personal information through several channels:

1. **Direct Interaction:** When you fill out contact forms on our site, attend our events, or communicate with our sales and support teams.
2. **Service Sign-up:** When you register for a Qasa business account or other B2B tools.
3. **Public Sources:** Information gathered from corporate websites or professional registries.
4. **Third-Party Providers:** Data from business information providers to enrich our CRM.

### 3. Categories of Personal Data Processed

While we primarily interact with companies, we process the following data related to natural persons within those companies:

- **Contact Details:** Name, professional email address, and phone number.
- **Professional Info:** Job title, role, and the employer/company you represent.
- **Communication:** Email correspondence and notes from sales meetings or support cases.
- **Engagement Data:** Responses to newsletters, event registrations, and participation history.
- **Transaction History:** History of purchased services, time of purchase, and price.

### 4. Purpose and Legal Basis

Purpose	Data Categories	Legal Basis
<b>Service Fulfillment:</b> Managing orders and providing access to B2B tools.	Name, Email, Org Number, Phone.	<b>Contract:</b> Necessary to fulfill our agreement with your company.
<b>Invoicing &amp; Finance:</b> Processing payments and maintaining tax records.	Name, Address, Org Number, Purchase History.	<b>Contract / Legal Obligation:</b> Required for accounting and tax laws.

<b>Relationship Management:</b> Following up with active or potential customers.	Name, Meeting Notes, Email correspondence.	<b>Legitimate Interest:</b> To maintain and grow our business relationships.
<b>Marketing &amp; Events:</b> Sending newsletters, invitations, and surveys.	Name, Email, Event participation, Response history.	<b>Legitimate Interest:</b> To provide relevant updates and improve our B2B offerings.

## 5. Data Storage and Retention

We retain personal data only as long as necessary for the purposes outlined:

- **CRM Contacts:** Maintained while the customer is active. If a contact is no longer relevant (e.g., has left the company) or the contact has asked for the deletion of the data, they are deleted or deactivated.
- **Prospects:** Data obtained from public sources for potential customers is generally deleted within **48 months** if no relationship is established.
- **Financial Records:** Retained for **7 years** to comply with bookkeeping laws.
- **Support/Communication:** Support cases and emails are typically maintained for **36 months**.

## 6. Sharing of Data and International Transfers

We may share data with:

- **Service Providers:** Data processors who provide CRM, cloud storage, or invoicing tools.
- **Partners:** Advertising or marketing partners where necessary to deliver agreed services.

- **International Transfers:** If data is transferred outside the EU/EEA, we ensure adequate protection through Standard Contractual Clauses (SCCs) or adequacy decisions.

## 7. Your Rights

As a B2B contact, you have the right to:

- **Access:** Request a copy of the data we hold about you.
- **Rectify:** Correct any inaccurate information.
- **Erasure:** Request deletion of your data (subject to legal retention requirements).
- **Object:** Oppose processing based on legitimate interest, particularly for direct marketing.

You can exercise your rights by contacting Qasa at [info@qasa.se](mailto:info@qasa.se)

## 8. Contact Information

To exercise your rights or ask questions regarding this policy, please contact: [info@qasa.se](mailto:info@qasa.se)

### **Qasa AB**

org. No. 556966-3734, Folkungagatan 44, 118 26 Stockholm.

*You also have the right to lodge a complaint with your local Data Protection Authority (e.g., Integritetsskyddsmyndigheten in Sweden).*