

# Privacy Policy

**Last updated:** 19 January 2026

## 1. Introduction

We value your privacy and are committed to protecting your personal data. This Privacy Policy explains how personal data is collected, used, and protected when you visit our website or contact us.

This policy is written in accordance with the General Data Protection Regulation (EU) 2016/679 (GDPR) and applicable Swedish data protection laws.

## 2. Data Controller

The data controller responsible for the processing of personal data is:

Paws of Björnlund  
Björnlund 4  
93991 Rentjärn  
**Email:** paws.of.bjoernlund@gmail.com

## 3. Personal Data We Collect

We collect only the personal data necessary to operate our website and respond to inquiries. This may include:

- Name and contact details (such as email address or phone number)
- Information provided through contact forms or direct communication
- Technical data such as IP address, browser type, and device information
- Basic usage data (for example, pages visited)

We do not collect sensitive personal data.

## 4. Purpose of Processing

Personal data is processed for the following purposes:

- To respond to inquiries and communication requests
- To manage services, bookings, or customer relations
- To ensure the technical functionality and security of the website
- To comply with legal obligations

## 5. Legal Basis for Processing

Processing of personal data is based on one or more of the following legal grounds under GDPR:

- Consent (Article 6(1)(a))
- Performance of a contract or pre-contractual measures (Article 6(1)(b))
- Legal obligation (Article 6(1)(c))

- Legitimate interest, such as website security and communication (Article 6(1)(f))

## **6. Data Storage and Retention**

Personal data is stored only for as long as necessary to fulfill the purposes for which it was collected, or as required by applicable laws and regulations.

When data is no longer needed, it is securely deleted.

## **7. Data Sharing and Third Parties**

We do not sell, rent, or trade personal data.

Personal data may be shared only with trusted service providers (such as website hosting providers) when necessary to operate the website or deliver services. These providers process data on our behalf and are subject to data processing agreements in accordance with GDPR.

## **8. Data Transfers Outside the EU/EEA**

Personal data is processed within the EU/EEA.

If, in exceptional cases, personal data is transferred outside the EU/EEA, appropriate safeguards are applied in accordance with GDPR, such as Standard Contractual Clauses.

## **9. Cookies**

This website uses cookies only when necessary for its basic functionality.

Non-essential cookies, including analytics or tracking cookies, are used only with your explicit consent. You may withdraw your consent at any time through your browser settings or cookie preferences.

## **10. Your Rights**

Under the GDPR, you have the right to:

- Request access to your personal data
- Request correction or deletion of your data
- Object to or restrict the processing of your data
- Withdraw consent at any time
- Lodge a complaint with a supervisory authority

In Sweden, the supervisory authority is:

**Integritetsskyddsmyndigheten (IMY)**

## **11. Data Security**

We take appropriate technical and organizational measures to protect personal data against unauthorized access, loss, misuse, or alteration.

## **12. Changes to This Privacy Policy**

This Privacy Policy may be updated when necessary to reflect changes in legal requirements or our data processing practices. The latest version will always be published on this website.

### **13. Contact**

If you have questions regarding this Privacy Policy or the processing of personal data, please contact us at:

**Email:** [paws.of.bjoernlund@gmail.com](mailto:paws.of.bjoernlund@gmail.com)