



Customer Privacy Policy

VALID FROM 1 AUGUST 2025

Introduction

Protecting your privacy is one of our top concerns. With openness being one of our core values, we want to give you as clear and transparent information as possible about how we use your personal data, so you can feel confident when using our products and services. This privacy policy describes all processing of personal data by Lynk & Co International AB and Lynk & Co Sales Sweden AB ("Lynk & Co", "we", "us" or "our"), except for processing of personal data in relation to our [Cars](#), the [Lynk & Co app](#), and [Car Sharing](#).



Your experience of Lynk & Co builds on several components that are designed to work together. Therefore, Lynk & Co has other privacy policies that should be read alongside this policy for a complete picture of the data processing. All privacy policies are available on [lynkco.com](#).

In this privacy policy, you will learn more about how, why and when we process your personal data, your rights and how to exercise them. In case you have questions about our processing of your personal data, or want to exercise your rights, you can always contact us or our Data Protection Officer.

We update this privacy policy on a regular basis. You will always find the latest version on [lynkco.com](#).

Who we are

Lynk & Co International AB is responsible for providing you with information on the processing of your personal data by any controller within the Lynk & Co group. It is also the main point of contact for you to address questions and exercise your rights, even though you can exercise your rights towards any controller in this policy.

The specific data controller(s) for each processing activity described below is mentioned next to each activity. When Lynk & Co International AB and Lynk & Co Sales Sweden AB are jointly responsible (acting as joint controllers), the controller is **referred to as "Lynk & Co"**.

At the end of this policy, you will find contact information, as well as the contact details to our Data Protection Officer.

When and why we process your personal data

In summary, we process your personal data for the following purposes:

1. Visiting our websites. Information about how we process your personal data when visiting our websites, including lynkco.com, colab.lynkco.com and careers.lynkco.com.
2. Lynk & Co account. Information about how we process your personal data when you create and use your Lynk & Co account, and request connection of a vehicle with your Lynk & Co account,
3. Providing our products and services. Information relating to our processing of personal data when providing our products and services, such as when you make a purchase of products and services on our website, or request a test drive.
4. When we are in contact with you. Information about how we process your personal data when you are in contact with Lynk & Co, such as to provide you with customer support, our contact with you on social media, our events and competitions.
5. Marketing our brand, business, products and services. Research and development activities for the purpose of improving the quality, reliability and safety of our vehicles and how they are used, as well as to manage our manufacturer obligations and vehicle warranties.
6. Developing our business, products and services. How we process personal data to develop and ensure the quality and performance of our business, products, services, and offerings (including surveys and market research), and education of employees.
7. Job applications. How we process your personal data when applying for a job at Lynk & Co.
8. To comply with laws, voluntary undertakings and to establish, defend or enforce legal claims. How we process personal data for the purpose of managing recalls, claims and complaints (including in relation to vehicle warranty), data subject right requests, legal supervision, disputes and legal claims, bookkeeping and financial reporting, transfer of data in case of a merger or acquisition of our business, and our sharing of personal data with authorities.

You will find more detailed information below about why we process your personal data, the categories of data, our legal basis for the processing, for how long we retain your data for each purpose, and the respective controller or controllers for the processing. In subsequent sections, you will learn more on the sources from which we get your personal data and how we share it.

Visiting our websites

Cookies and other technologies

When visiting any of our websites, including lynkco.com, colab.lynkco.com and careers.lynkco.com ("our websites"), we process personal data through cookies and similar technologies in order for the websites to function as intended, to improve the user experience, analyze visitor statistics and provide relevant marketing in various channels such as social media. For more information on our use of cookies, please read our cookie policy available on each website. Lynk & Co International AB is the data controller for all of our processing of personal data through cookies and similar technologies.

Lynk & Co account

Creating and using your Lynk & Co account

Purpose	To create and administer your Lynk & Co account and to provide you with all the services and functionality related to the Lynk & Co account, including to let you manage account information, settings and preferences, to authorize access to services that you have purchased or other services that otherwise requires a Lynk & Co account, and to communicate updates related to the Lynk & Co account.
Categories of personal data	Name, e-mail address, phone number, country of residence, preferred language, profile picture, account information and credentials (account type, customer number, user name, password), business association (if your account is a company account), information that you add or is generated or associated with your Lynk & Co account through purchase or use of products and services from Lynk & Co (such as the vehicle identification number (VIN) when you connect a vehicle to your account, a payment method, credit check result, driver's license information , interests, communication and notification preferences).
Legal basis	Performance of contract
Retention	Until you have terminated your Lynk & Co account and for up to three (3) months thereafter to determine whether additional retention is needed to establish, enforce or defend legal claims.
Controller(s)	Lynk & Co International AB

Connecting your vehicle to your Lynk & Co account

Purpose	To verify your identity and vehicle ownership and administer your request to connect a vehicle with your Lynk & Co account.
Categories of personal data	Name, address, phone number, e-mail address, Lynk & Co account, vehicle identification number (VIN), proof of identity (such as passport or driver's license) and proof of vehicle ownership.
Legal basis	Performance of contract
Retention	

We will retain proof of identity and vehicle ownership documentation until the information has been reviewed, and your request has been approved.

We will retain the information until you decide to unlink your vehicle or delete your Lynk & Co account, whichever happens first.

Controller(s) Lynk & Co International AB

Providing our products and services

Purchase of products and services on lynkco.com

To administer your purchase or request for related services from order to delivery, including to communicate updates related to the status and progress of your order, sharing of your personal data to our finance or leasing partner for you to complete your financing application (if applicable), and to create and administer the contract for the products and services that you have requested. If you have applied for financing or leasing of your order, we will also process information on the status of your application that we receive from the financing or leasing company.

If you save your configuration and unfinished order, to send you a personal link via e-mail to resume the order process later.

Purpose

To facilitate payment and do debt recovery (where applicable, please see **Section "How we share your personal data" on how we share personal data** with our payment services provider and debt collection agencies).

To perform necessary contacts with authorities for official registration of the vehicle in the national vehicle register and activate the vehicle insurance included in the price of the vehicle (if applicable). Please see "**Administering insurance for subscription vehicles**" and **Section "How we share your personal data"** for more information on how we administer subscription vehicle insurance, and share personal data with authorities and insurance partners.

To be able to safeguard our rights in the event of a material breach of contract.

To activate the vehicle warranty.

Categories of personal data

Name, address, phone number, e-mail address, date of birth, information about your purchase, payment details (credit card and billing information), Lynk & Co account, vehicle identification number (VIN) and license plate number, preferred language, funding option, and status of your finance or leasing application (if applicable).

Legal basis

To take steps at your request prior to entering into a contract and performance of the contract.

Our legitimate interest in helping you to complete your financing application and your order by transfer of personal data to the financing or leasing company.

Legal obligation, to register the vehicle in the national vehicle register.

Retention	We retain the information for the duration of the customer relationship and for up to five (5) years after the customer relationship has ended.
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Controller(s)	Lynk & Co
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Identity verification, credit check and **driver's license validation**

To verify your identity and whether you fulfil our age and driver's license requirements, and assess your creditworthiness when ordering a vehicle subscription. **Please see Section "How we share your personal data" on how we share personal data with credit risk bureaus and open banking partners.**

To detect and prevent fraud and misuse of our services.

To evaluate and improve our credit risk model.

Purpose	To be able to readdress traffic fees, fines and other costs to your, that have been addressed to us as the owner of the vehicle, but for which you are responsible and have incurred during a vehicle subscription.
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	To be able to safeguard our rights in the event of a material breach of contract.
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	This activity involves automated decision-making, including profiling. For more information about our use of automated decision-making, see Section " Automated decision-making including profiling ".
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Categories of personal data	Name, address, e-mail address, date of birth, driver's license (photocopy, license number, country of issue, license type, date of obtainment, expiry date), biometric image data, financial risk report (levels of income and expenses), payment details (e.g. credit or debit card numbers or bank account number), transaction history, financial status (e.g. income, balance, credit commitments), information about your previous interactions and use of our services (if applicable), technical information about your behavior when verifying your identity (such as signs of attempts to hide or falsify your identity).
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Legal basis	
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To take steps at your request prior to entering into a contract and performance of the contract.

Our legitimate interests in knowing who we are entering into agreements with and ensuring that you are able to pay the amounts you have committed to paying.

Our legitimate interest in evaluating and optimizing our credit risk model and preventing fraud.

Consent, to process biometric image data when verifying your identity and **driver's license**.

Retention

In the event of a decision to reject your subscription order, we retain information about the decision for up to three (3) years, depending on reason. If your subscription order is approved, we retain the result of the **credit check as well as your driver's license information** (license number, country of issue, license type, date of obtainment, expiry date) for the duration of the customer relationship and for up to three (3) years thereafter to determine whether additional retention is necessary in order to safeguard our rights under the subscription contract, including to establish, enforce or defend legal claims and readdress traffic fees, fines and other costs that have been addressed to us as the owner of the vehicle, but for which you are responsible and have incurred during the subscription period.

Controller(s)

Lynk & Co

Automated decision-making including profiling

We use automated decision-making for the purpose of conducting know-your-customer checks, including identity verification, credit checks, payment method verification, **driver's license validation**, checks against EU and UN sanction lists, and checks to detect fraudulent behavior (such as attempts to hide or falsify your identity). The use of automated decision-making means that you will not be able to order a vehicle subscription based on your creditworthiness, age, **that your driver's license is invalid** or the number of years for which **you've had a driver's license**, that your payment method is invalid, that you or the business entity you represent are subject to sanctions, or that you are deemed to pose a risk of fraud. This information is relevant when we conduct a risk assessment, determining that it is not commercially desirable to rent out vehicles to individuals below a certain age, **that do not fulfil our driver's license requirements**, with low creditworthiness or without a valid payment method, or individuals or business entities that are posing a risk of fraud and misuse or that are subject to sanctions imposed by the EU and UN. For more information on from where we get your personal data, see Section "Where we get your personal data from".

We use automated decision making to:

1. verify your identity;
2. determine whether you meet our age and driver's license requirements;
3. validate your creditworthiness;

4. verify your payment method;
5. conduct checks against sanction lists imposed by the EU and UN; and
6. detect misuse and fraudulent behavior.

These decisions are made based on the information you provide to us when placing an order, information we receive from our open banking partner or credit reference agency to determine your creditworthiness, Lynk & Co's own information about you (such as former interactions and use of our services, including misuse or fraudulent behavior), and information about your behavior when verifying your identity (such as signs of attempts to falsify your identity).

You have the right to not be subject to a decision that is solely based on automated decision-making, including profiling, if the decision has legal consequences for you or significantly affects you in another way. However, we have the right to use automated decision-making as it is necessary for the conclusion or performance of a contract between you and us, or if you have given your consent to the processing. If you are not approved in the above-described automated checks and decisions, you will not be able to purchase a vehicle subscription. We have several security mechanisms in place to ensure that decisions are accurate, including frequent reviews of our decision models and random sampling in individual cases. If you have concerns about the outcome of an automated decision, you can contact us with your opinion and contest the decision, in which case we will review the outcome considering the additional information you provide to us. For contact details, please see Section "Contact us" at the end of this policy.

Administrating insurance for subscription vehicles

	To activate and administer insurance of the subscription vehicle.
Purpose	To investigate course of events in relation to reported and detected damages, and prepare claim reports with our insurance partner (if applicable). For more information about how we share personal data with our insurance partner, see Section "How we share your personal data".
Categories of personal data	Name, address, phone number, e-mail address, Lynk & Co account, license plate, personal identification number (if applicable), vehicle details, mileage and vehicle identification number (VIN), information you provide to us during investigation of the insurance case, photos and video recordings of the damage, claim number, and any other information you provide to us in connection with the claim.
Legal basis	Performance of contract
	For the duration of the vehicle subscription.
Retention	We retain information related to vehicle damage reports and insurance claims until the investigation of the damage has been completed and any compensation from the insurance partner has been paid, as well as for the time necessary to establish, defend or enforce legal claims.

Controller(s) Lynk & Co

Pick-up & delivery

Purpose To have your vehicle delivered, picked-up for service or repair and then returned to you. For more information on how we share personal data with pick-up and delivery partners, see Section "How we share your personal data".

Categories of personal data Name, address, phone number, e-mail address, information about your purchase, Lynk & Co account, pick-up or delivery address, vehicle details and vehicle identification number (VIN), license plate number, and any information you provide to us in connection with using the service (e.g., pick-up notes).

Legal basis Performance of contract

Retention We will retain the information for five (5) years after the customer relationship has ended.

Controller(s) Lynk & Co

Test drive

To administer and prepare your test drive request or booking. For this purpose, we will contact you by phone or e-mail.

To be able to safeguard our rights and repossess a test vehicle (which we own) in the event of material breach of contract.

Purpose Repossession of a test drive vehicle may include remote immobilization and **tracking of the vehicle's location, as well as disclosure of that location to law enforcement or our debt collection partner, as applicable.** For more information about how we share your personal data with authorities and partners, see Section "How we share your personal data".

Categories of personal data Name, postal code, e-mail address, phone number, preferred test drive date, customer type, Lynk & Co account (if applicable), age, information about your booking such as date, Lynk & Co model of interest, the vehicle to be tested, test drive location and duration, **driver's license**, vehicle location data (if required to safeguard our rights and repossess a test vehicle (which we own) in case of material breach of contract).

	Performance of contract
Legal basis	Our legitimate interest in monitoring your compliance with and safeguarding our rights under the contract (including vehicle repossession). Vehicle location data is collected only when relevant to safeguard our rights and repossess a test vehicle. Vehicle location data is retained until the test vehicle has been repossessed.
Retention	We will retain the information for five (5) years after the customer relationship has ended.
Controller(s)	Lynk & Co

When we are in contact with you

Customer support via phone, e-mail, our website, or social media

Purpose	To provide customer support and communicate with you in response to your questions and inquiries, and to deliver the support, services and information you have requested via phone, email, social media accounts or on our website.
Categories of personal data	Name, address, e-mail, phone number, contact preferences, professional role and association (if applicable), Lynk & Co account, order information and information from and about your vehicle (vehicle identification number (VIN), vehicle specification), products and services we provide to you and your use of them, your interactions with our customer support such as recordings and transcripts of calls and written communication between us, history of your customer support cases, and any information you provide in your call or message as related to your support request or other inquiry you need assistance with.
Legal basis	Our legitimate interest to communicate and provide you with customer support services.
Retention	We will retain the information for two (2) years after the support case has been resolved.
Controller(s)	Lynk & Co International AB

Leads management

Purpose	To identify, communicate with and meet the needs and interests of prospective customers with relevant offers from Lynk & Co, our retailers and partners. For more information on how we share personal data with retailers and partners, please see Section "How we share your personal data" .
Categories of personal data	Name, address, e-mail, phone number, contact preferences, professional role and association (if applicable), Lynk & Co account (if applicable), your preferences and interests regarding our products and services, including previous interactions with us (such as requests for offers and consultations, performed test drives, participation in our events), and preferred retailer.
Legal basis	Our legitimate interest to identify and communicate with prospective customers.
Retention	We will retain the information for up to one (1) year after your last interaction with us. The retention period will renew with every new interaction.
Controller(s)	Lynk & Co

Events

Purpose	<p>To administer your registration and participation in our events, including to manage registrations and cancellations, and to communicate with you before and after the event.</p> <p>When you register for an event, you may also be referred in advance to a specific privacy policy for more detailed information about how Lynk & Co (and any business partner, if applicable) will process your personal data in relation to the specific event.</p>
Categories of personal data	Name, address, e-mail, phone number, Lynk & Co account, date of registration and event participation, photos and video recordings (if applicable), food preference or other needs (if applicable).
Legal basis	<p>Our legitimate interest in arranging events and publicizing Lynk & Co's activities.</p> <p>Consent, to process information about your food preference.</p>
Retention	We retain the information until the event has been held.

Food preference or other conditions is stored for one (1) week after the event.

Controller(s)	Lynk & Co
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Competitions

Purpose	To arrange and administer your participation in our competitions, including to manage and document contributions (including copyright holders, if applicable), and to communicate with you after the competition (if applicable).
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Categories of personal data	Name, e-mail, phone number, Lynk & Co account (if applicable), home and delivery address (regarding winners), vehicle identification number (VIN) (if applicable), and information about your participation in, and your contribution to the competition.
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Legal basis	Performance of contract
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Retention	Up to one (1) year after the competition. Winner's name, e-mail, address, phone number and contribution will be retained for up to four (4) years after the competition.
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Controller(s)	Lynk & Co International AB
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Marketing our business, brand, products and services

Marketing communication via e-mail, text messages and similar channels

Purpose	To send you relevant marketing communication via e-mail, text messages and similar electronic channels about our products, services, and offerings as well as products and services from our business partners (such as retailers and automotive financial services). Marketing communication is usually sent to specific customer segments based on various parameters such as age, country of residence, product preferences and previous purchases and interactions with us.
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This purpose involves some profiling.

Categories of personal data	Name, address, e-mail, phone number, Lynk & Co account (if applicable), date of birth, IP address, your response and interactions with the digital marketing communication that you receive (such as links and images that you interact with), interests and preferences based on previous interactions with Lynk & Co (such as visits to Lynk & Co events, performed test drives, order and purchase history), and segment affiliation.
Legal basis	<p>Consumers: Consent, when you sign up to receive marketing communication.</p> <p>Consumers: Our legitimate interest to provide marketing communication about our products and services, when you have made a purchase of products or services.</p> <p>Business customers and partners: Our legitimate interest to provide marketing communication about our products, services, and offerings.</p>
Retention	<p>Marketing communication based on consent: Until you unsubscribe.</p> <p>Marketing communication based on legitimate interests: Up to three (3) years from the delivery date if you have purchased a vehicle, or up to one (1) year following the purchase of other products or services, or until you unsubscribe, whichever occurs first.</p> <p>You can unsubscribe to marketing communication from Lynk & Co at any time by using the unsubscribe link at the bottom of each message or similar in the other channels, or contact our customer support.</p>
Controller(s)	Lynk & Co International AB

Marketing on our websites, social media and other websites

Purpose	<p>To reach current and potential customers who have engaged with our products, services or websites with relevant marketing communication and advertisements, and to reach potential customers with similar interests as our existing customers (lookalike audiences).</p> <p>To measure and improve the effectiveness of our marketing campaigns.</p>
Categories of personal data	Identifiers (IP addresses, cookie ID's, advertising ID's), demographic data (age, gender, location) derived from IP address, behavioral data from your on-platform activities (clicks, searches) and your use of our websites and other digital channels, websites and ads through which you accessed our website (if you have accepted the use of marketing and third party cookies) such as information about purchases, form submissions and other events,

your interests and preferences based on previous interactions with Lynk & Co (such as visits to Lynk & Co events, performed test drives, order and purchase history), and segment affiliation.

Legal basis	<p>Consent to marketing cookies from us and third parties (Google, LinkedIn, Meta, Microsoft, and TikTok) when visiting our websites, which allows us to understand and target audiences with relevant marketing communications online.</p> <p>Our legitimate interest to advertise our products and services with relevant marketing communication to existing and potential customers, as well as to analyze and improve the relevance and performance of our marketing campaigns.</p>
Retention	<p>Until the relevant cookies expire, or until you opt-out and clear your browser from cookies, whichever happens first.</p> <p>For more information, read our Cookie Policy.</p>
Controller(s)	Lynk & Co International AB

Marketing via phone

Purpose	To follow up on your previous interactions with us, such as an order of a product or service, test drive, or request for an offer or consultation, and provide you with relevant offers from Lynk & Co and our partners (such as retailers).
Categories of personal data	Name, e-mail, phone number, Lynk & Co account (if applicable), vehicle identification number (VIN) (if applicable), your professional role (if applicable) your interests and preferences in relation to our products, services and offerings, previous interactions (performed test drives, attendance to our events, visits to our locations), and customer segment affiliation.
Legal basis	<p>Consent, when you have signed up to receive marketing calls.</p> <p>If you have purchased a product or service, performed a test drive or visited one of our events, our legitimate interest in marketing our products, services and offerings.</p>
Retention	Until you opt out, or for up to three (3) years following the delivery date of a product or service, test drive, or your attendance to one of our events.

You can unsubscribe from marketing via phone by contacting our customer support.

Controller(s)	Lynk & Co International AB
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Research and development of our business, products and services

General development of our business, products, services, and offerings

Purpose	To analyze, develop and ensure the quality and performance of our business, products, services, and offerings, including to perform analytics and create statistical reports. This enables us to plan our management and operation of our business, as well as to better understand our customers' needs and the market interest in our brand, products, services and offerings, and how they are used.
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Categories of personal data	All personal data that we have about you for other purposes described in this privacy policy as well as our other privacy policies. Where possible, we restrict analysis to anonymized or pseudonymized data. Statistical reports are always anonymous.
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Legal basis	Our legitimate interest to analyze, develop and ensure the quality and performance of our business, products, services, and offerings.
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Retention	Your personal data is not retained specifically for this purpose, but is processed for this purpose during the respective retention period for other purposes described in this privacy policy.
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Controller(s)	Lynk & Co International AB
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Surveys and market research

Purpose	To measure customer satisfaction by gathering customer experiences, market interest, and feedback about our brand, products, services and offerings.
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Categories of personal data	Name, address, e-mail, phone number, Lynk & Co account (if applicable) date of birth, gender, order information (if applicable), vehicle identification number (VIN), vehicle relationship (contract or sales type), vehicle specification (model, engine, date of manufacture), information about your
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use of our services (which service, when, and how often), and your survey response.

Where possible, survey responses are collected anonymously.

Legal basis	Our legitimate interest to evaluate, develop and improve our products, services, offerings and customer experience. Consent (where applicable) to receive invitations to surveys.
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Retention	We may invite you to customer satisfaction surveys for up to three (3) years (after your purchase or use of a service) or until you opt out, whichever happens first.
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Controller(s)	Lynk & Co International AB
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Educating employees

Purpose	To educate our employees and ensure a streamlined operation of our business.
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Categories of personal data	All personal data that we have about you for other purposes listed in this privacy policy, however in each case limited to what is relevant for the role of the employee undergoing education, as well as the purpose of the training.
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Legal basis	Our legitimate interest in educating our employees and ensuring a streamlined operation of our business.
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Retention	Your personal data is not retained specifically for this purpose, but is processed for this purpose during the respective retention period for other purposes described herein.
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Controller(s)	Lynk & Co International AB
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Educating customer support advisors

Purpose	To educate our customer support advisors and ensure high quality customer support.
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Categories of personal data	Recordings of calls between you and our customer support advisors.
Legal basis	Our legitimate interest in educating our customer support advisors. Before you are connected to a support advisor, you have the possibility to opt out from the call recording.
Retention	Call recordings are retained for six (6) months.
Controller(s)	Lynk & Co International AB

Job applications

When you apply for a job at Lynk & Co

Purpose	To administer and review your job application, including to communicate with you throughout the recruitment process, arrange interviews and perform tests. If you create a career profile in our recruitment system - to let you register and maintain an applicant profile. If you subscribe to e-mail notifications on available positions - to communicate available positions that we think may be relevant to your profile.
Categories of personal data	Name, address, e-mail, phone number, date of birth, profile picture (if you chose to add one), what position you have applied for, what departments and/or business areas you have marked as relevant to your career profile, social media profile (if you apply using LinkedIn), answers to questions during interviews, test results (if applicable), references, resume, cover letter and other information contained in your application and/or career profile, correspondence between us, and internal notes made during the recruitment process.
Legal basis	Performance of contract (to take steps at your request prior to entering into a contract and to perform the contract).
Retention	We retain job applications for up to two (2) years after the recruitment process has closed.

We retain your career profile until you chose to delete your profile in our recruitment system.

Controller(s)	Lynk & Co
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To comply with laws, voluntary undertakings and to establish, defend or enforce legal claims

Bookkeeping and financial reporting

Purpose	To maintain financial records for bookkeeping purposes, such as records of financial transactions, payments and invoices.
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Categories of personal data	Transactional information, payment details (payment method, invoice details).
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Legal basis	Legal obligation
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Retention	Up to and including the tenth (10) year after the end of the last company financial year.
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Controller(s)	Lynk & Co
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Checks against sanction lists

Purpose	To check whether potential or current customers are present on sanction lists imposed by the EU and the UN.
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Categories of personal data	Name, address, date of birth, driver's license (if required to perform a check).
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Legal basis	Our legal obligation to comply with sanctions imposed by the UN and EU.
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Retention	Until the check has been performed.
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Controller(s)	Lynk & Co International AB
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Warranty, claims, and recalls

Purpose	To enable, assess and administer product claims, complaints and reclamations, warranty matters and manage eventual recalls of vehicles and components, to arrange eventual repairs under product warranties and administer compensation and/or reimbursement.
Categories of personal data	Name, address, email, phone number, information about the product defect or problem, photos and video recordings of the alleged defect or problem, actions taken in relation to the defect or problem, information about your product or service subject to the claim (including vehicle identification number (VIN), information about your vehicle and its components, service and repair history), vehicle diagnostic information, contract and purchase information (date, purchased product/service, amount, invoice and receipt), information related to your bank account (in case of reimbursement), and any other information you provide to us in connection with your claim.
Legal basis	Performance of contract (under product warranties) Legal obligation (to manage vehicle recalls and product safety issues) Legal obligation (to allow for reclamation and purchase withdrawal) Our legitimate interest to assess and administer product liability claims and to compensate you (if applicable).
Retention	Up to five (5) years after the claim has been finally managed. Product repairs and maintenance becomes part of the vehicle's repair and maintenance history . Repair and maintenance history is retained for the lifetime of the vehicle.
Controller(s)	Lynk & Co

To safeguard our rights under a subscription contract (including repossession of subscription vehicles)

Purpose	To safeguard our rights under the subscription contract and repossess a subscription vehicle (which we own) in case of material breach of contract. Repossession of a subscription vehicle may include remote immobilization and tracking of the vehicle's location , as well as disclosure of that location, your name, address and contact information to law enforcement or our debt
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collection and repossession partner, as applicable. For more information about how we share your personal data with authorities and partners, see [Section "How we share your personal data"](#).

Categories of personal data	Name, e-mail address, phone number, date of birth, address, Lynk & Co account, contract and order information, purchase and payment history, driver's license (photocopy) , license number, country of issue, license type, date of obtainment, expiry date), vehicle identification number (VIN), registration certificate, license plate number, vehicle location data.
Legal basis	Performance of contract Our legitimate interest to prevent fraud and misuse of our services and safeguard our rights under our contract, including to recover our asset (which we own) in the case of material breach of contract.
Retention	Until the vehicle has been repossessed.
Controller(s)	Lynk & Co

Request to exercise your data rights

Purpose	To administer your request to exercise any of your rights under the GDPR.
Categories of personal data	Name, email, phone number, Lynk & Co account (if applicable), information about your request.
Legal basis	Legal obligation
Retention	We keep records of the requests received and responses provided for up to 2 (two) years after the request has been handled.
Controller(s)	Lynk & Co International AB

Disputes

Purpose	To establish, defend or enforce legal claims in the event of a dispute.
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Categories of personal data	The personal data that is necessary and relevant in relation to the specific dispute, considering the matter of dispute and the parties involved.
Legal basis	Our legitimate interest to protect our interests in the event of a dispute. Sensitive personal data (special categories of personal data) is processed only when necessary to establish, defend or enforce legal claims.
Retention	Until the dispute has been finally settled and for up to ten (10) years thereafter.
Controller(s)	Lynk & Co

Merger and acquisition

Purpose	To transfer personal data in the event of a merger or acquisition of our business.
Categories of personal data	The personal data that is necessary and relevant in relation to the data subjects affected by the merger or acquisition.
Legal basis	Our legitimate interest to proceed with a merger or acquisition of our business.
Retention	Personal data is not retained specifically for this purpose.
Controller(s)	The transferring company (Lynk & Co International AB or Lynk & Co Sales Sweden AB, as applicable).

Where we get your personal data from

Most of the personal data that is processed in accordance with this policy is collected directly from you. Besides, there are some occasions where we collect data from other sources.

Products and services from Lynk & Co. We collect information directly from your vehicle, the Lynk & Co app, and Car Sharing. For more information, read our [Car Privacy Policy](#), [App Privacy Policy](#), and [Car Sharing Privacy Policy](#).

Leasing and financing partners, credit reference agencies and open banking partners. If you chose to finance your order, we will be informed of the status and result of your financing or leasing application by the financing or leasing company. If you place a subscription order, and subject to your authorization, we also receive a financial report from our open banking partner or the relevant credit reference agency. For more information on how we share personal data with open banking and credit reference agencies to assess your **creditworthiness**, see Section "How we share your personal data".

Retailers. If you have purchased a vehicle from one of our authorized retailers, we may, subject to your consent, receive personal data about your purchase from the retailer in order to provide you with relevant marketing communication.

Workshops. In case of product claims, complaints and reclamations, we may receive personal data about your claim from the workshop to which you have brought your vehicle for maintenance or repair, as part of assessing warranty coverage.

Customer support. In case you are in contact with us for roadside assistance, we receive information directly from you as part of handling your request. We may also process information already available in our systems, such as your Lynk & Co account and order information.

Authorities and public sources. In case of vehicle recalls, we may need to collect your name, address and contact details from authorities or other publicly administrated and available records in order to administer the recall process.

Public sources in relation to your professional role. We may process publicly available information in relation to your professional role for marketing purposes. At the time of our first contact with you, you will be able to exercise your rights, such as the right to object to further marketing communication.

How we share your personal data

Service providers, business partners, group companies, and authorities

To run our business and provide our products and services, we work closely with select service providers and business partners, as well as affiliate companies within the Lynk & Co group. When we refer to "**service providers**" or "**suppliers**", those organizations are contractually bound to process your personal data under our supervision and only for specific purposes. We never share more information than what is strictly necessary for each supplier or partner to provide their services.

Service providers. We disclose your personal data to select suppliers that manage the operation, technical support and maintenance of various IT services that we use, such as cloud services for data storage and various business support applications. We also disclose your personal data to suppliers who manage our accounts receivables and accounts payable, for example customer and supplier invoice management.

Group companies and affiliates. We share vehicle data (diagnostic information, hardware and software information) to other companies within the Lynk & Co group for product research and development purposes, such as in the case of component failures and warranty related repairs. This information identifies your vehicle by its vehicle identification number (VIN), but not you directly.

Retailers and workshops. To accommodate your request for an offer, test drive or other request in relation to our products, services, and offerings, we share personal data to authorized Lynk & Co retailers, as well as relevant feedback you provide about your experience with them.

Personal data is also shared with authorized workshops for the purpose of providing repair and maintenance services, including in the case of repairs under vehicle warranty. In order for workshops to be able to perform vehicle repairs and maintenance, they need to access previous repair and maintenance history of the vehicle. This information is shared under our legal obligation to make repair- and maintenance information available to workshops and other independent actors. We also share relevant feedback you have provided to us.

Finance, leasing, payment and insurance partners. We share personal data with financial service partners, such as providers of invoicing, debt collection and traffic fine management services. If you apply for financing of your order, we share your personal data with the selected finance or leasing partner. If you make a payment online, your data is processed directly and only by our payment service provider, except the payment result which is shared with Lynk & Co. We share personal data with our insurance partners, either to activate the vehicle insurance included in the price of the vehicle, or otherwise to accommodate your request for a vehicle insurance offer. If applicable, we may also share personal data with auditors (financial, regulatory) and legal counsels (providing legal advice and representing us in relation to claims or court proceedings). Where possible and relevant, we limit their access to pseudonymized or anonymized information.

Open banking partners and credit reference agencies. When you order a subscription vehicle, we share personal data with our open banking partner and credit reference agencies (as listed below), who will collect additional data about you in order to evaluate your credit eligibility. For the purpose of performing these financial evaluations, we share your personal data with the following open banking or credit reference agencies, depending on your market:

- Germany: Infoscore Consumer Data GmbH
- Netherlands: Kreditz AB
- Belgium: Focum België BVBA
- Sweden: Creditsafe i Sverige AB
- Spain: Experian Bureau de Crédito SA
- Italy: Experian Italia S.p.A.
- France: Experian GmbH & Experian Ireland Limited

When you order any product or service from us online, we share personal data with Experian GmbH who will verify that the information you have submitted is valid and correct.

Other business partners. We share personal data with providers of pick-up and delivery services, vehicle charging services, mobile network operators, and providers of roadside assistance services.

Market research, customer satisfaction survey, marketing and advertising suppliers. We share personal data with market research companies and select suppliers of survey, marketing and digital advertising services for the purpose of performing customer satisfaction surveys, market research and digital advertising.

Law enforcement, other authorities and third parties. In response to a valid and lawful request such as a court order, subpoena or other legal process by government or law enforcement authorities such as the police, public courts, privacy protection authorities or other governmental bodies, we may be legally required to disclose personal data about you and/or your vehicle. Any request for data disclosure is thoroughly reviewed **to ensure that it's valid, lawful, and proportionate before any information is disclosed. The personal data disclosed may vary but never exceed what is requested by the relevant authority in each case.**

Your personal data may also be disclosed to law enforcement and other authorities when necessary to protect the rights, property, or safety of you, us or others or otherwise as necessary to establish, defend ourselves against or enforce our own legal claims.

We also disclose personal data to authorities (or other third parties, if applicable) for the purpose of readdressing traffic fees, fines and other costs which they have addressed to us as the owner of the subscription vehicle, but for which you are responsible.

International transfers

While we strive to locate our data processing within the EU or EEA area, we also work with service providers and suppliers located outside the EU and EEA. We always ensure that the same high level of protection applies to your personal data according to the GDPR, even when the data is transferred outside of the EU/EEA. Regarding transfers to the United States, we have entered into EU Standard Contractual Clauses with all relevant third parties (article 46 of the GDPR) or they are certified under the EU-U.S. Data Privacy Framework, with the U.S. Department of Commerce (**each, a "Safeguard"**). In case of transfers of vehicle data to group companies and affiliates in China, we have entered into EU Standard Contractual Clauses with those affiliates. In addition, we take additional technical and organizational security measures when needed, such as encryption and pseudonymization. More information about each Safeguard can be found on the [European Commission's website](#). You can also request a reference or copy of each Safeguard by contacting Lynk & Co.

Country	Recipients	Purpose	Safeguard
United States	IT suppliers	Cloud services, business support applications	Adequacy Decision EU Standard Contractual Clauses
United Kingdom	IT suppliers	Identity and driver's license verification services	Adequacy Decision
China	Group companies and affiliates	Warranty, claims, and recalls (vehicle diagnostic information)	EU Standard Contractual Clauses
Malaysia	Service Provider	Accounts payable and receivable	EU Standard Contractual Clauses

Your rights

Because it's your personal data, the law gives you certain data rights allowing you to have insight and exercise control over our use of your personal data. The applicability and extent of these rights vary depending on the specific processing situation, but always gives you the right to information about how your personal data is being used. If you want to exercise any of these rights, contact us using the contact information at the end of this policy. Read below for descriptions of the rights you have.

Right to information and access

You have the right to know if we are processing personal data about you, and if we do, you have the right to receive information about the personal data and **why we're using it, how it is shared, and for how long we store it**. You also have the right to receive a copy of the personal data we have about you.

Right to have your personal data deleted

In some cases, you have a right to have your personal data deleted. This is the case only when

1. the personal data is no longer needed for the purposes it was collected for,
2. you withdraw a consent you have given and we have no other legal basis to process the personal data,
3. the personal data is used for direct marketing and you unsubscribe from it,
4. you object to our processing that is based on **"legitimate interests"** and we are unable to demonstrate reasons for the processing which override your interests and rights,
5. the data has been processed unlawfully, or
6. deletion is required by law.

Right to object

You have the right to object to our use of your personal data when our ground for using it is our **"legitimate interest"** or when we use it for marketing purposes. In some cases, we can continue to use your personal data even if you have objected to our processing. This can be the case if we can show compelling legitimate reasons for the continued use that outweigh your interests, or if it is for the purpose of establishing, exercising or defending ourselves against legal claims.

Right to rectification

You have a right to correct or update any inaccurate personal data about you that we have and to ask us to have incomplete personal data completed. We may need to verify the accuracy of the new data you provide to us.

Right to restriction

You also have a right to request that we restrict our use of your personal data. That is the case for example when the accuracy of the personal data is contested by you, or the processing is unlawful, but you do not want us to delete it and instead you request that we restrict our use of it.

Right to lodge a complaint to a supervisory authority

You always have the right to lodge a complaint with a supervisory authority. You may do this in the EU/EEA member state where you live. For Lynk & Co International AB, the Swedish Authority for Privacy Protection (in Swedish; **Integritetsskyddsmyndigheten, "IMY"**) is our **primary supervisory authority**. You also have the right to contact your national supervisory authority directly, and to seek a remedy from a national court.

Right to data portability

When our use of your personal data is based on your consent or on a contract, you have the right to obtain a copy of the personal data that you have provided to us in a structured, commonly used and machine-readable format and transfer it to **another company of your choice ("data portability")**.

Right to withdraw your consent

At any given time, you have the right to withdraw any given consents to our use of your personal data.

Contact us

If you have any questions about your personal data, or if you want to exercise any of your rights, please contact us at hello@lynkco.com. For contact details to Lynk & Co in your country, please visit lynkco.com.

Lynk & Co has appointed a Data Protection Officer who can be contacted at dpo@lynkco.com.

Changes to this Privacy Policy

We reserve the right to update this Privacy Policy at any time. The latest version will always be available on lynkco.com. We may also notify you in other ways from time to time about how we use your personal data.