Privacy Notice

Last updated: October 2026

1. Who are we and what do we offer?

We are Brand Metrics ("**Brand Metrics**"). We provide a SaaS-based brand lift measurement platform that enables advertisers, agencies and publishers to measure and analyse the impact of digital advertising campaigns on brand awareness, consideration, preference and intent through automated, campaign measurement and reporting solutions (the "**Platform**").

You can access our Platform via our **Website**: https://www.brandmetrics.com/. The use of the Platform, the Website, and related services are collectively referred to as our **Services**.

2. Personal Data and Role

We process **Personal Data**. Personal Data means all information by which a person can be directly or indirectly identified. Under the General Data Protection Regulation (**GDPR**) we are the so-called Controller of your Personal Data. If you have questions about the processing of your Personal Data, you can always contact us through the contact details listed at the bottom of this Privacy Notice.

This Privacy Notice does not apply to Personal Data we process on behalf of our customers. For example, Personal Data relating to individuals who interact with our customers through the Services. Although it is the goal of Brand Metrics to process no Personal Data in this context, in some cases this is inevitable.

If we do, we process such information only on behalf of our customers, as a so-called 'processor', under their control. For these Personal Data, our customers act as the controller for this Personal Data. For information on how they process this Personal Data, please consult their privacy notices.

Our role, and the safeguards that apply, when we process Personal Data as a processor on behalf of our customers (for example, through our measurement technology deployed on a customer's website) is set out in a separate document, published alongside our Data Processing Agreement, rather than in this Privacy Notice.

3. What Personal Data do we collect as Controller?

We will process your Personal Data if you create an account ("**User**"), when you represent one of our business relationships ("**Representatives**"). We may process Personal Data in a general context, e.g. via our Website and social media accounts ("**General**"). We will also process your Personal Data if you apply for a job at Brand Metrics ("**Applicants**").

If you are a **User**, we may process the following Personal Data:

Personal Data	Purpose(s)	Legal basis
When you create an account: - Name; - Email address; - Which organization you belong to; - Login credentials; and	*We use this information to:* - Enable you to use our Services; - Maintain the security of our Platform and prevent abuse; and	We may process this data, because we need this Personal Data to **perform our contract** with you. Additionally, we may process this Personal

- Role within your organization. *Please note that your business email address may be provided to us by your employer or a colleague within your organization (e.g. an account administrator), or directly by you, to enable the creation of your account and provide you with access to the Services.*	- Inform you about maintenance and modifications of our Platform.	Data because we have a **legitimate interest** in providing our Services to you and your organization to the best we can, including securing our Platform and communicating with you about our Services.
When you access our Platform: - Login credentials; - Information that identifies you as a User, such as a session ID; and - Information on how you use our Services, such as: (i) the frequency and volume of your use of the Services, (ii) which functionalities you use and (iii) how you access these functionalities.	*We use this information to:* - Enable you to use our Services; - Improve our Services, for example by fixing errors and deciding which features to develop or update. In certain cases, we anonymize or aggregate this information so it can no longer be linked to you directly; and - Maintain the security of our Platform and prevent abuse.	We may process this data, because we need this Personal Data to **perform our contract** with you. Additionally, we may process this Personal Data because we have a **legitimate interest** in providing the Services to you and your organization to the best we can, including securing our Platform and improving our Services. The use of some information is based on your **consent** you give when you create your account. We do not use cookies to collect this information about your use of our Services; see our Cookie Statement for information on the cookies we do use.

If you are a **Representative**, we may process the following Personal Data:

Personal Data	**Purpose(s)**	**Legal basis**
When you communicate with us: - Contact details; - Contents of our communications.	*We use this information to:* - Maintain the relationship with the organisation you represent.	We may process this data, because we have a **legitimate interest** in maintaining a professional relationship

		with the organisation you represent.
Payment information: - Name, email address, invoicing details, bank details (account number, IBAN and BIC-code) and a VAT identification number. *Note that this information only qualifies as Personal Data if it relates to a person, for example when you are self-employed.*	*We use this information to:* - Send you invoices; - Process and administer payments; - Maintain our list of accounts receivable and outstanding invoices; and - Include in our administration on behalf of the tax authorities.	We may process this data, because we need this Personal Data to **perform our contract** with you. We are also **legally obligated** to share (some of) this data with the national tax authorities.

Personal Data we may process if you are an **Applicant**:

(Personal) data	**Purpose(s)**	**Legal basis**
Contact details: - First and surname; - E-mail address; - Address; and - telephone number.	*We use this information to:* - Contact the Applicant about the application.	We may process this Personal Data, because we have a **legitimate interest** in processing this data. We need the data to get (and keep) in touch with the Applicant and to process and review the application.
Application information: - Information provided by the Applicant, among others: Personal Data included in the Curriculum Vitae and motivation letter, qualifications, photo, gender, and day of birth.	*We use this information to:* - assess whether the Applicant suits the job and Brand Metrics; and - Determine which Applicant is the most suitable candidate.	We may process this Personal Data, because we have a **legitimate interest** in processing this data and because the Applicant provides this data voluntarily. We need the data to get (and keep) in touch with the Applicant and to process and review the application.
Information retained during application process: - Notes from interviews.	*We use this information to:* - Assess whether the Applicant suits the job and Brand Metrics; and - Determine which Applicant is the most suitable candidate.	We may process this Personal Data, because we have a **legitimate interest** in processing this data. We need the data to get (and keep) in touch with the Applicant and to process and review the application.

Information from public sources: - Information in public profiles, such as LinkedIn and other social networks (where applicable).	*We use this information to:* - Assess whether the Applicant suits the job and Brand Metrics; and - Determine which Applicant is the most suitable candidate.	We may process this Personal Data, because we have a **legitimate interest** in processing this data. We need the Personal Data to process and assess the application. We only process information that is relevant for the application and the Applicant gets the opportunity to react to our findings.

Personal Data we may process **in general**:

Personal Data	**Purpose(s)**	**Legal basis**
If you visit our Website: - Information on your device type, browser type, session date and time, IP address, and browser type.	*We use this information to:* - Communicate in the same language of the browser; - Adapt our Website to the used device; - Enable you to use our Website; and - Improve the usability of our Website.	We may process this data because we have a **legitimate interest** to do so, i.e. to provide you with a good functioning Website and improve our Services for our Users.
Via our social media pages: - Information of visitors who leave a comment or otherwise post something on our social media pages, including the Personal Data within these comments and/or posts.	*We use this information to:* - Contact the visitors in reply of their post and/or comment via our social media pages; and - Process the feedback left on our social media pages.	We may process this Personal Data, because we have a **legitimate interest** to process this data and because the visitors voluntarily made public such information. Our social media pages are also controlled by the social medium itself. Please check their own privacy notices; to see how each social medium handles Personal Data: LinkedIn: Privacy Notice

If you contact us: - Your name; - Contact details; and - The content of the correspondence.	*We use this information to:* - Answer your questions and/or handle any complaints; - Support you in using our Services; and - improve our Services as a result of questions and feedback from you.	We may process this data, because we have a **legitimate interest** to contact and assist you based on your comment or question and to improve our Services as a result of the questions and feedback we receive.
If you subscribe to our newsletter: - Name, surname; and - E-mail address.	*We use this information to:* - Send you our newsletter and keep you informed on all our (future) Services.	We may send our Users – who paid for our Services – newsletters, because we have a **legitimate interest** to do so.

4. Mandatory information

When you engage our Services, it may be legally or contractually required that you provide us with certain Personal Data, as indicated with a (*). For example, we may need information regarding your contact details so that we can contact you. Where you do not provide us with such information, this will usually imply that we will not be able to provide you with specific Services or perform part of our agreement with you.

5. Cookies

We (and our measurement technology, when deployed on our customers' websites) use functional, tracking, and/or analytical cookies. A cookie is a simple small text file that can be stored on your device when visiting a website. This text file identifies your browser and/or device, and when you visit again, ensures that your browser/device is recognized. The specific analytics tools used on our own Website will be confirmed once finalized by our Marketing team.

For more information on our use of cookies, please refer to our cookie statement: https://www.brandmetrics.com/wp-content/uploads/2026/10/Brand-Metrics-Cookie-Statement-October-2026.pdf

6. How long do we keep the Personal Data?

We will not process or store any Personal Data that we do not need. We store Personal Data for as long as we need it for the above purposes, unless we are legally obligated to retain the Personal Data for a longer period. In this respect, we apply the following retention periods:

- **Users |** When you request deletion of your account, we delete your account and login credentials immediately. Information about how you used our Services is retained for our legitimate interest in measuring and improving our Services, but is anonymized or aggregated so that it can no longer be linked to you.
- **Representatives |** We retain the Personal Data until 1 years after our relationship with the organisation you represent has ended.

- **Newsletters** | We retain the Personal Data used for sending newsletters until you unsubscribe from our newsletter.
- **Personal Data in our correspondence** | We retain the Personal Data as long as necessary to handle your message/question/complaint and for a period of 5 years thereafter.
- **Personal Data in our records for the (tax) authorities** | We retain the Personal Data for seven (7) years, unless we are legally obliged to retain the data for a longer period.
- **Personal data of Applicants** | We retain the Personal Data for a maximum of 4 weeks after the application process, unless the Applicant has given us permission to store the Personal Data for (up to) 1 year.

After expiry of the aforementioned retention period(s), we may process and retain certain Personal Data to comply with legal retention obligations and/or for fraud/misuse investigations or to substantiate a (judicial) claim. In such events, we will retain the Personal Data separately and only use such Personal Data for the aforementioned purposes.

7. Do we share your Personal Data with others?

Processors

We work with third parties who process personal data on our behalf (**Processors**). By doing so, we continue to uphold responsibility for ensuring protection of your Personal Data during such processing. These Processors may only use or disclose the data collected and processed by us within the scope of our instructions to them and under no circumstances for other purposes. We enter into a data processing agreement with all of our Processors.

For instance, we use Processors for:

- Email management and communication;
- Data storage; and
- Sending newsletters

Controllers

We might also share your personal data with third parties who use it for their own purposes. Once they have your Personal Data, it is their responsibility to protect it. To know how these parties handle personal data, you can check their privacy notices.

We share Personal Data with:

- Tax authorities: We are legally obliged to include (some of) the Personal Data in our financial administration, which has to be shared with the national tax authority.
- Suppliers: Such as insurers, government agencies, and similar parties.

Apart from the above, we will only share Personal Data with third parties if the law obliges us to, if you give your permission or if this is necessary in special situations such as:

- The protection of our own interests or those of third parties;
- Dealing with a legal case; or
- Selling or merging our company.

Group companies

We may share Personal Data with our parent company, subsidiaries and other affiliated companies within the Brand Metrics group. Such group companies may act either as a Processor on our behalf (for example, when providing IT, support or administrative services) or as an independent Controller where they process Personal Data for their own legitimate business purposes, such as determining business strategy, internal administration, compliance, corporate governance and risk management. Where required,

appropriate contractual and organizational safeguards are implemented. Primarily, Brand Metrics Sweden AB is the entity that processes the Personal Data collected via the Services.

8. Export of Personal Data outside the European Union

We may transmit Personal Data to parties outside the European Union, if one of our Processors or Controllers is established outside the European Union. Personal Data will only be transferred to countries and/or parties that provide an adequate level of protection in accordance with the European standards, or if we have contractual safeguards in place. You may contact us if you wish to receive more information or a copy of the safeguards we take in this scope.

9. Third party websites

You may find advertising or other (hyper)links on our Website that link to the websites, products and services of partners, suppliers, advertisers, sponsors, licensors or other third parties. We do not control the content or the links that appear on these websites, and we are not responsible for the practices employed by websites linked to or from our Website. In addition, these websites, products, and services, including their content and links, may be constantly changing. These websites, products and services may have their own privacy notices, user terms, and customer service policies. Browsing and interaction on any other website, including websites that are linked to or from our Website, are subject to the terms and policies of that website.

10. Changes to the Privacy Notice

The Privacy Notice may be changed from time to time. Please check our Privacy Notice frequently. The new Privacy Notice will be effective immediately upon posting on our Website. If we change our Privacy Notice significantly, then we will state so on our Website together with the revised Privacy Notice.

11. Your rights as a data subject and our contact data

You are always entitled to file a complaint with a data protection supervisory authority if you believe that we are not processing your personal data in accordance with the GDPR. As Brand Metrics Sweden AB is established in Sweden, our lead supervisory authority is:

Integritetsskyddsmyndigheten (IMY) – the Swedish Authority for Privacy Protection
Website: https://www.imy.se

If you live or work in a different EU/EEA member state, or believe the alleged infringement took place there, you may also lodge a complaint with the supervisory authority of that member state.

If you have questions or concerns about this Privacy Notice or your privacy, you can contact us at mikael@brandmetrics.com.

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W**:** https://www.brandmetrics.com/

Chamber of Commerce: 559139-4332