

# Privacy Policy

This is a living document and we are working to expand it in key areas.

7A Sevena AB (referred to below as 7A) is an independent legal entity operating Conference & Event Centers, Business Centers and Stockholm International Hearing Center in Stockholm, Sweden.

This privacy policy explains what personal information we as data controllers collect about you when you use our websites, use one of our centers or consume other services under our responsibility at one of our centers:

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## Our guiding principle

7A is a business to business focused company and our guiding principle, when it comes to personal information, is to not collect more information than is needed, to not keep information longer than is necessary and to not use information for any other purpose than was intended when it was collected.

## What information do we collect about you?

We collect basic information about you and your organization when you inquire to make a reservation or sign a contract for your organization to use or stay at one of our centers.

Information about you may be passed on to us by other partners involved in your request, reservation and contract process. For instance, if you make your reservation via a Booking Agency, the chosen partner will collect the necessary information to process your company's reservation request and hand over the information upon completion of the reservation.



We may also collect information when you for instance voluntarily complete customer surveys, provide feedback and participate in competitions.

Website usage information is collected using cookies and may include information on referral websites, your IP-Address during the reservation process and your device hardware ID (MAC Address).

Basic information required to make a reservation to secure your organizations stay preferences includes:

- Company details (company name, address, phone number, e-mail address)
- Contact person (name, title, e-mail address, phone number)
- Preferences (i.e. preferred food or technical requirements)

Additional information will be collected upon arrival at the center and during the stay.

Such information may include:

- Back-up documentation in connection with charges occurred during your stay, such as:
  - additional food or beverage;
  - additional technical requirement;
  - number of photocopies requested;
  - sites visited using the Internet connection or using Wi-Fi in the centers
- Historic details

## Why do we collect information about you?

During the reservation and contract process we collect basic personal information as needed to process your reservation, whether that may be for an office space, a conference or an event.

Additional information is collected during the stay to ensure your identity and document various charges, services, etc.

Historic stay details are stored to allow us to recognize you on possible future visits to the centers and ensure a consistent service delivery to suit your preferences.

From time to time we aim to keep your organization informed about news from us and may contact you as a representative of your organization with special offers and other marketing communications.

## How will we use the information about you?

We collect information about you to process your reservation and contracts and provide the services and products you have requested. Information collected will be retained for recognition of you and customization of services relating to possible future visits.

Based on our legitimate interests of keeping your organization informed, we may also contact you as a representative of your organization. You can at any time decline further contact, by unsubscribing, or by updating us as to whom may currently be a more appropriate contact person for your organization.



7A will not share your information for marketing purposes with outside companies.

We may use your information collected from the website to personalize your repeat visits to our website.

## Who will we share such information with?

Information about you will stay with 7A as the responsible data controller and will not be disclosed to third parties unless required by authorities to so, for example for fiscal reasons.

## How long will we retain the information about you?

Reservation, contract and stay details will be retained after your departure from the Centers and the settlement of the invoice in accordance with Swedish law.

To enable us to recognize you on repeat visits and to secure a consistent delivery of services as per your request, we expect to retain personal information collected for up to three years after the last activity with us.

Invoices and invoice back-up will be kept as per Swedish Fiscal requirement for up to 10 years.

## Marketing

From time to time we would like to update you on news and offers from 7A.

7A has a legitimate interest of keeping your organization informed about products and services, and we may therefore contact you as a representative of your organization.

You can at any time decline further contact, by unsubscribing, or by updating us ([gdpr@7a.se](mailto:gdpr@7a.se)) as to who may currently be an appropriate recipient for your organization.

## Access to your information and corrections

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all your personal information, please email or write to us at the following address at the bottom of this text. Repeated requests within a year will be charged.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

To ensure your identity we will require a scanned and verified copy of your governmentally issued ID-Card or Passport when asking for insight in personal information stored.

## Cookies



To make our websites work even better for you, we use 'cookies' to collect information about your use of the website. Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can set your browser to not accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

At 7a.se, we also use third-party cookies and pixels to allow services such as Facebook, Instagram, Google and Youtube to present targeted advertisement to you on their own and external websites. You can contradict cookies from these external services at any time by changing the settings in your browser or on accounts that you have created on the services' own web pages. Please note that a no to cookies from these services can in some cases affect your experience as a user even outside 7a.se.

## Turn off cookies

If you don't wish to accept cookies, you can turn them off in your web browser's security settings. This will prevent any cookies to be stored on your device.

## Other websites

Your reservation may have been forwarded from partner websites. Our website also contains links to other websites. This privacy policy only applies to our websites ([www.7a.se](http://www.7a.se) and [www.sihc.se](http://www.sihc.se)) so when you visit other websites you should read their own privacy policies.

## Security of your personal information

7A will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.

7A will store all the personal information you provide on its secure (password and firewall protected) servers and ensure external partners involved maintain equal security measures.

You accept that data transmission over the Internet is inherently insecure and 7A cannot guarantee the security of data sent over the Internet.

## Changes to our privacy policy

We keep our privacy policy under regular review, and we will place any updates on our web page. This privacy policy was last updated on 2026-04-24.

## Data Controllers and Data Processors



7A is the primary data controller relating to reservation requests made on our own web-sites ([www.7a.se](http://www.7a.se) and [www.sihc.se](http://www.sihc.se)).

7A engages relevant data processors to handle specific data processing tasks:

Main digital communications provider:

Inly Technology AB  
Linnégatan 6, 114 47 Stockholm, Sweden

We have taken appropriate measures with our data processors to ensure that all personal data transferred receive an adequate level of data protection within the meaning of the General Data Protection Regulation of the European Union (GDPR).

## How to contact us

Please contact us if you have any questions about our privacy policy or information, we hold about you:

- By e-mail to: [gdpr@7a.se](mailto:gdpr@7a.se)
- Write us at:  
7A Sevena AB /GDPR,  
Strandvägen 7A,  
SE-114 56 Stockholm,  
Sweden

If you have complaints regarding the processing of your personal data, you can also contact the Swedish Data Protection Agency (Datainspektionen).