

Privacy Policy

This privacy policy describes how **Salient Consultant Partner AB** ("Salient Consultant Partner AB," "we," or "us") collects and uses the personal data you provide and/or leave behind when you visit our website, <https://salientpartner.com/>, and use the various services and features we offer.

1. Collection of Personal Data

We inform you before collecting personal data and only collect the information necessary for the relevant purpose. We may collect the following types of personal data:

- Name
- Email address
- Telephone number
- Job title
- Company name
- Added message

Additional information may be collected depending on the context of events or services. In such cases, you will be informed beforehand.

Some data is mandatory to access certain website features. Required fields are marked with an asterisk (*). If you do not provide the requested data, certain services may not be available (e.g., we need your contact details to respond to inquiries).

If you submit personal data on behalf of another individual, you must ensure you have their consent to do so.

We may collect personal data through the following activities:

- Newsletter subscriptions
- Document downloads
- Event registrations

- Academy/course signups
 - Contact form submissions (e.g., for sales quotes or surveys)
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2. Use of Personal Data – Purpose and Legal Basis

Personal data is used for:

- Sending newsletters and promotional content
- General marketing activities
- Responding to inquiries and requests
- Customer support and communication
- Developing and improving products and services
- Usage statistics and analysis
- Managing user accounts

We primarily process your data to fulfill your requests or contractual obligations. Marketing activities are only carried out with your explicit, prior consent.

In accordance with applicable laws, data may be shared with public authorities, legal entities, or used to protect legal interests.

Your data may be shared with other legal entities of Salient Consultant Partner AB, including subsidiaries or international branches if applicable. Transfers outside the EU will only be conducted with your explicit consent and in compliance with legal safeguards.

3. Cookies

We use cookies to improve your experience. For more details, please review our Cookie Policy.

4. Retention

Your personal data is retained only as long as necessary to fulfill the purposes described. Where required by law, or where anonymization is possible, data may be stored for longer periods.

5. Consent

Certain processing activities rely on your consent. You may withdraw consent at any time by contacting us (see section 9).

Withdrawal does not affect the legality of data processing based on prior consent. If you withdraw consent, some services on our website may no longer be accessible.

6. Security

We implement technical and organizational measures to protect your data and require any third parties who process data on our behalf to do the same. We are committed to ensuring data confidentiality and integrity.

7. Your Rights

You have the right to:

- Access the personal data we hold
- Object to processing
- Rectify or update data
- Restrict processing
- Request deletion (under applicable legal conditions)
- Receive data in a structured, machine-readable format
- Transfer your data to another controller (where applicable)

To exercise your rights, contact us with sufficient identifying details (e.g., full name and email address). We will respond within one month.

You may also lodge a complaint with your national data protection authority if you believe your data has been mishandled.

8. Links to Other Websites

Our website may link to external sites. We are not responsible for the content or data practices of third-party websites. Always review their privacy policies before providing any personal information.

9. Contact

If you wish to update, correct, or delete personal data, or if you have any questions regarding this privacy policy, please contact us at:

Salient Consultant Partner AB

Email: support@salientpartner.com

Address: Bondegatan 21
116 33 Stockholm

Website: <https://salientpartner.com/>

Data Protection Authorities

If you reside in a country where Salient Consultant Partner AB operates, you may contact your local Data Protection Authority for concerns or complaints. Examples:

- **Sweden:**
Integritetsskyddsmyndigheten (IMY)
Email: imy@imy.se
Website: <https://www.imy.se/>
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10. Updates to this Privacy Policy

This privacy policy may be updated in response to legal, technical, or operational developments. Any significant changes will be communicated on our website.