

PRIVACY POLICY

Version 2.0. Last updated June 2026

1. GENERAL INFORMATION

- 1.1 This privacy notice describes how Ignt SWE AB (“**ignite**”, “**we**”, “**us**”, “**our**”), collects, uses and processes personal data. For information about our use of cookies please refer to our [Cookie Policy](#).
- 1.2 Our vision is to “*transform innovation in small companies into large-scale value creation through collaboration with corporates*”, and in doing so, bolster Nordic industry so that we as a community remain competitive at an international level. Our activities therefore include connecting startups with established companies, which means that we are using contact details to persons to facilitate such connections.
- 1.3 We operate <https://ignitenordic.org/> (the “**Website**”) and the online platform called “**Magic**”, an online platform used to facilitate connections between startups and established organizations, insights, event management and business collaboration, at <https://ignitemagic.org/>.
- 1.4 We function autonomously and act as a personal data controller in our own right in our provision of the Website and Magic. If the entity that acts as a personal data controller on your behalf has entered into a data processing agreement with us, we act as that personal data controller’s processor. Our contact details are set out below in section 10.

2. PERSONAL DATA THAT WE PROCESS

- 2.1 When browsing the Website and using Magic, we may process information collected through cookies and similar technologies, including local storage, session storage and other browser-based technologies, as further described in our Cookie Policy.
- 2.2 When using forms on the Website to contact us, managing contracts and/or applying for job openings, we process “**Contact Information**”:
 - (a) your first and last name;
 - (b) your email address;
 - (c) your telephone number;
 - (d) your company or organisation;
 - (e) any personal data you include in your messages to us; and
 - (f) where applicable, information contained in your CV, application and other recruitment-related materials submitted by you.
- 2.3 If you have connected with us and represent a company or organisation, or participated in other activities arranged by us, we process “**Photos and Videos**”:
 - (a) your portrait, or other photographs where you can be recognised; and

- (b) we may also film videos of our events, where you may be included in the material.
- 2.4 Personal data processed through Magic, namely “**Platform Information**”, may include user account information, profile information, participation records, activity history, matching records, uploaded materials and other information necessary to facilitate collaboration and matchmaking activities.
- 2.5 When handling payments, money and funding, we process “**Payment Information**”:
- (a) name referenced on the invoice;
 - (b) bank details, if the payee is a natural person; and
 - (c) information related to funding from Vinnova.
- 2.6 Contact Information is required in order to contact us, Platform Information is required to set up a contact profile on Magic (the link to LinkedIn is however optional), and Payment Information is required for us to process funding requests and payments.
- 2.7 Kindly note that we may receive Platform Information from parties other than directly from you – typically the company at which you work, which may provide us with Platform Information relating to you when managing its account and profile on Magic.

Please refer to such companies for information about how they process personal data relating to you. For the avoidance of doubt, such companies are controllers in their own right for their use of personal data relating to you – for example when uploading, updating or deleting such information – as we do not have the means or capacity to keep all Platform Information updated and relevant on Magic. Ignite acts as controller for the personal data processed in connection with the provision, administration, operation, maintenance and development of Magic and will access and use Platform Information for the purposes described in this Privacy Policy and in accordance with applicable data protection legislation.

3. PURPOSES OF THE PROCESSING

Purpose	Personal data	Legal ground
To analyse traffic, usage patterns and performance of the Services and improve functionality.	Information collected through cookies and similar technologies.	Consent
To operate, secure and protect the Services, including detecting malicious activity and preventing misuse.	Information collected through cookies and similar technologies.	Legitimate interest in ensuring the security, integrity and availability of the Services.

To communicate with you	Contact Information	Our legitimate interest to meet new people and make new connections.
Photos and videos will be taken during our events, which will be used for editorial use (i.e. to fill our Website with content and testimonials) and for marketing purposes (i.e. advertising and social media). The Photos may be used together with your name and the name of the company you work for.	Photos and Videos	Our legitimate interest to show the great people around us, and tell a better story of what we are doing.
To manage contracts (internal use)	Contact Information	The contract between us (Ignite Nordic Terms of Service) (if we have a contract with you) or our legitimate interest in managing our agreements with our customers (if we have a contract with a company where you for example are employed).
To manage contracts (for funding purposes)	Contact Information	Our legitimate interest to secure funding from Vinnova.
To operate Magic	Platform Information	Our legitimate interest of building and nurturing a strong and competitive hardware and industry focused startup and corporate community.
To facilitate connections between startups and companies (i.e. matching startups with companies, organising events, matchmaking opportunities, booking meetings, etc.).	Platform Information	Our legitimate interest of building and nurturing a strong and competitive hardware and

		industry focused startup and corporate community.
To process payments and organise invoices.	Payment Information	Our legitimate interest of receiving payments and organising our invoices.
By analysing which companies and startups we are dealing with, and what roles they find suitable to engage with us, we make decisions on how to develop and improve our business.	Contact Information, Platform Information, Cookies.	Our legitimate interest of improving our services and offerings.
To comply with applicable laws, such as bookkeeping legislation, when verifying a person's identity before providing it with access to personal data held by us, or when responding to requests from authorities and law enforcement agencies.	All types of data.	Legal obligations, as applicable.
To administer recruitment processes, evaluate candidates and communicate with applicants.	Contact Information and recruitment-related information submitted by the applicant.	Our legitimate interest in recruiting and hiring personnel.

3.1 Removing Photos and Videos.

By signing up for our events, we take it that you are comfortable with being seen in connection with attending them. If you are not comfortable with being photographed at an event, we will of course respect this. If you have changed your mind and no longer want to appear in Photos and Videos, please contact us at info@ignitenordic.org. Please note that Photos and Videos will in such case not be used in future publications, but may continue appear in publications already in circulation.

3.2 Legitimate Interest

3.2.1 We process personal data on the basis of our legitimate interests only after conducting a balance assessment where we consider (i) our legitimate interests, (ii) your interests, rights and freedoms and (iii) the necessity of processing.

3.2.2 Our vision is to “transform innovation in small companies into large-scale value creation through collaboration with corporates” and in doing so, bolster Nordic industry so that we as a community remain competitive at an international level.

Therefore, our legitimate interest lays in building and nurturing a strong and competitive hardware and industry focused startup and corporate community.

- 3.2.3 We strive to balance the individuals' interests, rights and freedoms in relation to our legitimate interests, which we deem necessary and only carry out in accordance with what is outlined in this policy. For more information on how we have carried out our legitimate interest assessments, please contact us using the details set out below.

4. OTHER PARTIES WITH ACCESS TO PERSONAL DATA

Since one of our main activities is to connect startups with companies, we share personal data with startups, companies and, where relevant, parties arranging events in connection with the Ignite Nordic programme.

In order to operate the Ignite Nordic programme and facilitate matchmaking and collaboration activities across countries, personal data may also be shared with National Partners within the Ignite Nordic framework where necessary for the provision of the Platform, matchmaking activities and programme delivery.

If you apply for funding as a startup, we will share personal data with Vinnova. These recipients of personal data will process it in accordance with their own privacy notices and applicable data protection legislation.

Where necessary for the operation, development and administration of the Ignite Nordic programme and the Platform, personal data may also be shared with companies affiliated with Ignite (Affiliates), subject to appropriate confidentiality, security and data protection obligations.

4.1 Service providers

- 4.1.1 We use service providers for some activities, so that we can focus on our main activities. Service providers are contractually obligated to only process personal data in accordance with our instructions. We currently use:

- Scrive for managing signatures on requests for funding from Vinnova;
- Zapier for sending email addresses to Scrive;
- MailMerge by Quicklution for sending emails;
- Resend for sending emails from Magic;
- Mailchimp for sending newsletters;
- Google Workspace to monitor signature statuses; and
- Monday.com to manage customer relations and recruitment processes.

- 4.2 The following service providers below are located outside the EU/EEA and we are therefore applying specified safeguards for the data transfers as set forth in the table below. You can acquire further information regarding the transfer by contacting us at info@ignitenordic.org.

Google LLC.	USA	Standard Contractual Clauses
Zapier	USA	Standard Contractual Clauses
Resend	USA	EU – U.S. Data Privacy Framework, Twilio Binding Corporate Rules, EU Standard Contractual Clauses as applicable.
Mailchimp	USA	Standard Contractual Clauses
Monday	USA	Standard Contractual Clauses
Supabase	Ireland	Data processed within the EEA
Vercel	USA	Standard Contractual Clauses

4.3 When visiting our Website and using Magic you may be directed to other websites where the personal data collected is not in our control. The privacy policy of the other website will govern the personal data obtained from you on that website.

5. RESPONDING TO LEGAL REQUESTS AND PREVENTING HARM

We may access, preserve and share your personal data in response to a legal request (like a search warrant, court order or a subpoena or the like), or when necessary to detect, prevent and address fraud and other illegal activity, to protect ourselves, you and other users, including as part of investigations.

6. RETENTION

We store your personal data in accordance with the following retention times:

Category of Personal Data	Retention Period
Cookies	As described in the Cookie Policy
Contact Information	Up to 24 months after the last interaction, unless required for ongoing contractual, legal or funding-related purposes
Recruitment Information	Up to 24 months after completion of the recruitment process, unless a longer retention period is required by law or agreed with the applicant
Photos and Videos	Until no longer relevant for communication and marketing purposes, or until an objection is received

Platform Information	<p>While the account remains active and for up to 24 months thereafter.</p> <p>Certain activity records, participation history, matching records, collaboration outcomes and other historical records relating to participation in the Ignite Nordic programme may be retained for a longer period where necessary for reporting, impact measurement, ecosystem analysis, operation and development of the Ignite Nordic network, avoidance of duplication in future matchmaking activities, compliance with contractual obligations or other legitimate business purposes.</p> <p>Personal data will be minimized, anonymized or deleted where no longer necessary for such purposes.</p>
Payment Information	In accordance with applicable accounting, bookkeeping and funding-related legal requirements

7. YOUR RIGHTS

7.1 You have the right to withdraw your prior given consent. The withdrawal of your consent does not affect the lawfulness of the processing based on the consent before its withdrawal, and we may continue processing your personal data based on other legal grounds, except for direct marketing.

You are entitled to receive information regarding our processing of your personal data. Below is a summary of the rights that you can exercise by contacting us.

7.2 Right to access

You have the right to request information about the processing of your personal data, free of charge. You also have the right to receive a copy of the personal data we process about you. This request should be made in writing to us, with a clarification of which information you wish to access. We will respond to your request as soon as we can. If we cannot meet your request for access to the information you are requesting, we will provide a justification for this. The information will be provided electronically unless otherwise requested.

7.3 Right to rectification

We encourage users to keep their information up to date. If you inform us that personal data is inaccurate or no longer correct, we will take reasonable steps to correct, update, block or delete such information as appropriate.

7.4 Right to erasure

You have the right to request that the Company deletes your personal data without undue delay. Personal data shall be deleted in the following cases:

- (i) If the personal data is no longer necessary for the purpose for which it was collected;
- (ii) if you have withdrawn your consent and the processing is based solely on consent as a legal basis;
- (iii) if the processing is for direct marketing purposes and you object to the processing of your personal data for this purpose;
- (iv) if you object to the processing of your personal data based on a legitimate interest and your interest outweighs ours;
- (v) if your personal data has not been processed in accordance with applicable data protection legislation; or
- (vi) if deletion is required to comply with a legal obligation.

There may be obligations that prevent us from immediately deleting all of your personal data. These obligations are imposed by applicable legislation, such as accounting regulations. If certain personal data cannot be deleted due to legislation, we will inform you of this and ensure that the personal data can only be used for the purpose of fulfilling such obligations and not for any other purposes.

Where personal data is associated with an organisation profile, Ignite may retain the organisation profile and related activity history after personal data relating to former users has been deleted, anonymised or updated.

7.5 Right to restriction

You have the right to request that the Company temporarily restrict the processing of your personal data. Such a restriction may be requested in the following cases:

- (i) If you believe that the personal data we have about you is not correct and that you have requested correction in connection with that;
- (ii) when the processing carried out regarding your personal data is not in compliance with applicable data protection legislation, but you still do not want your personal data to be deleted but instead restricted; and
- (iii) when we no longer need your personal data for the purposes of our processing but we need it to establish, assert or defend a legal claim.

If you object to the processing of your personal data, the use of the personal data may be restricted while an investigation is being conducted. When restricting your personal data, the Company will only store your personal data and will seek your consent for any further processing.

7.6 Right to data portability

You have the right to request that, in the event we process your personal data with your consent or to fulfil a contractual obligation with you, we provide all personal data that we process regarding you and that is processed in an automated manner, in a machine-readable format. This can, for example, be an Excel file or a CSV file. If technically possible, you also have the right to request that we transfer your personal data to another data controller.

7.7 Right to object

You have the right to object to our processing of your personal data if the processing is based on our legitimate interest. In these cases, the Company will ask you to specify which processing you object to. If you object to any processing, we will only continue processing your personal data if we have legitimate interests that outweigh your interests. We will always inform you of this.

7.8 Right to withdraw consent

If we process your personal data based on your consent, you have the right to withdraw your consent at any time. To withdraw your consent, you can contact us using the contact information below.

7.9 Right to Lodge a Complaint

If you have a complaint regarding our processing of your personal data, we encourage you to contact us first at info@ignitenordic.org so that we can try to resolve the issue.

You also have the right to lodge a complaint with the supervisory authority responsible for data protection in the country where you reside, work, or where the alleged infringement occurred.

For users located in Sweden, the supervisory authority is the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY). Further information is available at www.imy.se.

8. **CHANGE OF CONTROL**

If there is a change of control in our business, we may transfer your information to the new owners for them to continue to provide the services we provide. The new owners shall continue to comply with the commitments we have made in this Privacy Policy.

9. **NOTICE OF CHANGES TO THE PRIVACY POLICY**

If we make changes to this privacy notice, we will post an updated version on our website, and if we deem the changes to be of more significant nature, we will notify you by email. If your consent is required due to the changes, we will provide you additional prominent notice as appropriate under the circumstances and, ask for your consent in accordance with applicable law.

10. **CONTACT INFORMATION**

10.1 To exercise your rights, or if you have any questions regarding our processing of your personal data, please contact at info@ignitenordic.org. Kindly note that we will need to take further measures to verify your identify, if necessary, before processing any requests.

10.2 Our full contact details are:

Ignt SWE AB (company registration number 559492-2964)

Saltmätargatan 9, 113 59 Stockholm

c/o MINC, Anckargripsgatan 3, 211 19 Malmö