

For which purposes do we process your personal data?	What personal data do we process?	What is the legal basis for processing this data?	How long do we process your personal data for the stated purpose?
In order to administer your visit and register you as a visitor when you register for one of our fairs.	Your forename and surname, and your contact details such as your postal address, e-mail address and mobile phone number.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order to deal with your participation in one of our fairs.	Until the fair has taken place.
In order to prepare for your participation.	Information that we obtain from you when you register, e.g. your interests, information about which seminars you want to attend and other information you have provided when registering for the fair.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order to ensure that you have a relevant experience in connection with your participation.	Until the fair has taken place.
In order to administer your purchase of a seminar card and send it to you.	Your forename and surname, and your contact details such as your postal address, e-mail address and mobile phone number.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order to administer and send you a seminar card.	Until the fair has taken place.
In order for us to offer as complete a fair experience as possible, e.g. by suggesting seminars that would suit you in view of your position.	Information about your position and job title, your interests, your company or the organisation you represent, your company's company registration number and the industry within which you work.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order to deal with your participation in one of our fairs.	Until the fair has taken place.
In order to communicate with you before and during the fair, e.g. to confirm your participation and send you information.	Your forename and surname, and your contact details such as your postal address, e-mail address and mobile phone number.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order to send you information regarding your	Until the fair has taken place.

		participation in one of our fairs.	
In order to send you market surveys after you have participated in one of our fairs, for the purpose of obtaining feedback on the fair.	Your contact details such as your postal address, e-mail address and mobile phone number.	Processing is justified by our legitimate interest in being able to send you surveys in order to obtain feedback on the fair.	For three months after the fair has taken place.
In order to send you SMGT's newsletters and targeted marketing about the fair in which you participated and similar fairs that we think you may be interested in. The fairs that you receive marketing about depend on the category of the fair in which you participated.	Your forename and surname, and your contact details such as your postal address, e-mail address and mobile phone number.	Processing is justified by our legitimate interest in being able to send marketing about future fairs, based on the category of fair that you have previously visited, and which we think you may be interested in.	If you are a professional in a certain trade and SMGT has events/fairs within this or similar trades we will save your data as long as you are an important person for us through our professional relationship. We carry out continuously updates to keep our database current and if it comes to our knowledge that your role or employer has changed, we will delete your data. You can choose at any time to unsubscribe from newsletters or ask us to delete your data.
In order to provide information about our operations on our website, in printed materials and on social media, we may share images and videos in which you can be seen participating in one of our fairs.	Images and videos in which you may appear as a participant.	Processing takes place with the support of your consent. With overview images, we may sometimes publish images with the support of our legitimate interest in being able to provide information about our operations.	Images or videos in which you can be seen may be processed on our website, in printed materials and on social media up until when you request to be removed, revoke your consent or otherwise object to processing.

<p>In order to send an invoice for your participation by post or e-mail.</p>	<p>Your payment details, your forename and surname, your e-mail address and your postal address.</p>	<p>It is necessary to process this data in order to fulfil our agreement with you, i.e. in order for payment for your participation to be possible.</p>	<p>Until payment has been made.</p>
<p>In order to comply with accounting legislation, we process history of completed payments and transactions that constitute accounting materials.</p>	<p>Information detailed on the payment documentation, i.e. details of the transaction.</p>	<p>It is necessary to process this data in order to comply with the Swedish Accounting Act.</p>	<p>For seven years, in accordance with the Swedish Accounting Act.</p>