

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 carry out your stand booking.	Information about you as a contact person, your forename and surname, your contact details such as your postal address and e-mail address, and which industry you work in.	Our legitimate interest in processing data about who the contact persons are for our exhibitors.	Until the fair has taken place.
In order for you to be able to log in and use the Online Exhibitor Service where you can find all the necessary information before, during and after the fair, to present your company in our marketing channels, to market your products and programme points, and so that you can state your wishes regarding the design of the stand and place other orders, e.g. ordering exhibitor cards.	Your forename and surname, your contact details such as your postal address, e-mail address and mobile phone number, and your user name and password.	By agreement, we store log-in details in order to process data about who the contact persons are for our exhibitors so that we can send you information about the fair, and so that you can market your company's participation, communicate your wishes and place orders.	For four years after 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.	Our legitimate interest in processing data about who the contact persons are for our exhibitors, in order to contact you regarding issues relating to your participation and to be able to send you the necessary information about the fair.	Until the fair has taken place.
In order to send you market surveys by e-mail after you have participated in one of our fairs, for the purpose of obtaining feedback on the fair in which you participated.	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.

<p>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 at which you exhibited.</p>	<p>Your forename and surname, and your contact details such as your postal address, e-mail address and mobile phone number.</p>	<p>Processing is justified by our legitimate interest in being able to send marketing about future fairs which we think you may be interested in.</p>	<p>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.</p>
<p>In order to provide information about our operations by sharing images and videos in which you can be seen exhibiting at one of our fairs, on our website, in printed materials and on social media.</p>	<p>Images and videos in which you may appear as an exhibitor.</p>	<p>Processing is justified by our legitimate interest in being able to provide information about our operations.</p>	<p>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 or otherwise object to processing.</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 mandatory legislation, i.e. the Swedish Accounting Act.</p>	<p>For seven years, in accordance with the Swedish Accounting Act.</p>