

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 booking and carry out your payment.	Your forename and surname, your contact details such as your postal address, e-mail address and mobile phone number, and your bank card number.	It is necessary to process this data in order to fulfil our agreement with you.	Until the show has taken place and payment has been made.
In order to communicate with you before the show, e.g. sending a booking confirmation and information.	Your name, mobile phone number and e-mail address.	It is necessary to process this data in order to fulfil our agreement with you.	Until the show has taken place.
In order to get an evaluation from you after the show and to improve the experience in connection with future visits, we will send you an evaluation after your visit.	Your name and e-mail address.	Processing is justified by our legitimate interest in being able to send you surveys in order to obtain feedback on your stay with us.	For three months after the show has taken place.
In order to send SMGT's newsletters and targeted marketing that we think you may be interested in.	Your name, mobile phone number and e-mail address.	Processing takes place with the support of your consent.	Processing takes place until you withdraw your consent, deregister or otherwise decline to receive marketing.
In order to comply with accounting legislation, we process history of completed payments and transactions that constitute accounting materials.	Information detailed on the payment documentation, i.e. the actual transaction.	It is necessary to process this data in order to comply with the Swedish Accounting Act.	For seven years, in accordance with the Swedish Accounting Act.