

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.	The personal data that you yourself provide on the registration form for the fair, e.g. your forename and surname, your contact details such as your e-mail address, mobile phone number and postal address, and which tickets you want to buy.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order to deal with your registration and administer your participation in one of our fairs.	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 to prepare for your visit.	Information that we obtain from you when you register, e.g. your interests, 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 communicate with you before and during the fair, e.g. to confirm your participation and send you information during the fair.	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 participation in one of our fairs.	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	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	For three months after the fair has taken place.

obtaining feedback on the fair. The surveys that are carried out on site do not ask for personal data.		on the fair in which you participated.	
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.	For two years after the end of the fair. After that, you will receive an e-mail in which you can give your consent to continue receiving information from SMGT. You can deregister at any time.
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.
In order to send an invoice for your participation by post or e-mail if you have chosen to pay by invoice.	Your payment details, your forename and surname, your e-mail address and your postal address.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order for you to be able to pay for your participation.	Until payment has been made.
In order to carry out your payment if you choose to buy your ticket on site.	Your payment details.	It is necessary to process this data in order to fulfil our agreement with you, i.e. in order for you to be able to pay.	Until payment has been made.
In order to comply with accounting legislation, we process history of completed payments and transactions that	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.

constitute accounting materials.			
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