

Privacy Policy

Effective date: 6 October 2026

This Privacy Policy explains how Meetric Nordic AB processes your personal data when you visit our website, receive our marketing, or engage with us as a contact, applicant, or shareholder.

Important: This policy applies where Meetric is the data controller. It does NOT cover data from meeting recordings or transcriptions. If you're a meeting participant, contact your organisation about how they process your data.

The "Information Received from Google APIs" section below also applies to Google API data processed through the Services.

Within this policy we would like to inform you about what purpose and to what extent we collect your personal information while using our website and other digital channels that Meetric Nordic AB controls.

For questions or to exercise your data rights, contact our Data Protection Officer, Antoine Hedgecock at dpo@meetric.com or contact us at Meetric Nordic AB, Kungsgatan 55, 111 21 Stockholm, +46 8 505 721 00.

Data Controller

Meetric Nordic AB ("Meetric", "we") is responsible, in accordance with applicable data protection legislation, for the processing of personal information described in this Privacy Policy in those situations where we act as a data controller.

We care about you and your personal integrity while you visit the website meetric.com and the social media platforms that we use (see the list under the section "Links and external websites" where applicable). We are responsible for ensuring that the personal information collected by us is only used for its intended purpose. We will protect your personal information against unauthorised access and use.

Below is a summary of our obligations and your rights as a personal information provider.

Processing of Personal Information

In order for us to be able to answer certain questions or fulfil a request from you, certain personal information must be provided, such as name, address, company, email address, or phone number. The information you provide to us is used to process your requests and/or to provide the information or resources you have requested.

We also process data that has been registered automatically during your visit as well as information collected from our website that requires an interaction (see the section "Cookies and log files").

Personal information may be provided to subcontractors that we engage to perform supporting tasks, for example the distribution of financial information, invitations, recruitment, and the Annual General Meeting. Each designated subcontractor processes personal information on our behalf in accordance with applicable data protection legislation and applicable data processing agreements.

How Long Will Personal Information Be Stored?

We retain personal data only as long as necessary for the purposes described in this policy, or as required by law. This section applies to our processing as data controller (website, marketing, recruitment, customer relationships), not covering data processed under our data processing agreements with our customers.

Retention periods

- **Marketing contacts:** Retained whilst subscribed. If inactive for 24 months, we'll ask if you want to remain subscribed. Unsubscribed emails stay on our suppression list indefinitely to prevent re-contact.
- **Job applicants:** 6 months after recruitment ends, or up to 24 months with your consent for our talent pool.
- **Contract, billing and customer relationship data:** Retained for the duration of our relationship and as long as required by law (for example financial records: 7 years) or to handle potential disputes.
- **Cookies and analytics:** Personal data linked to cookies and analytics is retained in line with the lifetimes described in the "Cookies and log files" section of this Privacy Policy.

Contact dpo@meetric.com to request deletion, subject to legal retention requirements.

Purposes

We process your personal information, as a data controller, for clearly defined purposes described in this Privacy Policy. We rely on different legal bases depending on the purpose: your consent (marketing and non-essential cookies), performance of a contract (for example our agreements and related support), legal obligations (for example accounting and AGM administration), and our legitimate interests (for example website operation, B2B marketing, and relationship management). You can object to processing based on legitimate interests.

In particular, we process your personal information to:

- Communicate with you and manage our relationship (including responding to enquiries and providing support).

- Provide resources and information you request (such as downloads, newsletters, and events).
 - Carry out marketing and send invitations in line with applicable law and your choices.
 - Manage recruitment processes if you apply to work with us.
 - Administer corporate governance matters such as annual general meetings.
 - Operate and improve our website and digital channels, including statistics, analysis, and limited profiling to tailor content where permitted by law.
-

Marketing

We send marketing when you have asked us to receive it (for example by subscribing or downloading a resource), or where marketing law allows us to contact existing customers about similar services.

You agree to marketing by ticking consent boxes when downloading resources or subscribing. You can withdraw consent at any time by clicking "unsubscribe" in emails or contacting dpo@meetric.com.

Your Rights as a Data Subject

We only store the personal information that we need in accordance with the purposes described above. As a personal information provider you always have the right, in accordance with applicable data protection legislation, to:

- Access the personal information we store about you.
- Request that the personal information we store about you is rectified or updated.
- Request that your personal information is erased (the "right to be forgotten") where the requirements for erasure are met.
- Request that we restrict the processing of your personal information in certain circumstances.
- Object to certain processing of your personal information, including any direct marketing.
- Receive the personal information that you have provided to us in a structured, commonly used, and machine-readable format (data portability), where applicable.

You also have the right to receive information from us about any personal data breaches concerning your personal information when required by applicable law.

If you require assistance or wish to exercise your rights, you can contact us by sending an email to dpo@meetric.com. You also have the right to lodge a complaint with a supervisory authority, for example the Swedish Authority for Privacy Protection (IMY), www.imy.se.

To exercise rights: Contact dpo@meetric.com. We respond within one month, free of charge (unless requests are excessive).

Safeguards

We want you to feel safe when providing us with your personal information. We therefore take all reasonable technical and organisational measures to ensure that your personal information is protected. Among other things, SSL security and access controls are utilised. Your personal information will never be sold or transferred to other parties for purposes other than those specified in this Privacy Policy or in accordance with applicable law.

Processing of personal information is carried out in accordance with Swedish data protection legislation and the data protection. The systems we use to store your data are fundamentally adapted to comply with the privacy laws that apply in Sweden and the rest of the EU. We only cooperate with partners that process personal information within the EU/EEA or with companies that ensure an adequate level of protection in accordance with applicable data protection legislation.

International Transfers

This section applies only to our processing as a data controller (website visits, marketing, customer accounts). For data processed through the Meetric service (meeting recordings, transcriptions), any international transfers are governed by our data processing agreement with customers. Under such data processing agreements, all service data is stored and processed within the EU/EEA.

For our own processing as a controller, we primarily use service providers located within the EU/EEA. Where we use providers outside the EU/EEA, we ensure appropriate safeguards, such as EU-US Data Privacy Framework certification or Standard Contractual Clauses approved by the EU Commission. You can request information about specific providers and safeguards by contacting dpo@metric.com.

Cookies and Log Files

Cookies

When you visit metric.com, cookies are stored on your device. These are small text files that can store information such as settings on the website. They also allow tracking of what you do on the website.

Most web browsers accept cookies by default, but if you do not want to allow cookies you can change your browser settings to be notified every time a website tries to store a cookie on your device.

When you visit our website you will be notified and informed about the different cookies we use and how you can set your web browser to notify you every time it receives a request to store a cookie. This way you are in control of whether you want to accept or reject the request to store a cookie.

Our cookies

A cookie is a text file that downloads and stores information about your visit on the device you are accessing the site from. The details of your previous visit are remembered for the next time you visit the website using that device.

Cookies help Meetric Nordic AB improve the performance of the website as they remember your preferences and enable improvements based on visitor behaviour and statistics. We sometimes place cookies on your device which help us serve relevant adverts to you when you visit other websites.

The types of cookies we use

We use the following categories of cookies on the website:

Necessary cookies

These cookies are essential for the website to operate correctly and cannot be disabled without affecting the usability of the website. The law does not require us to ask for consent to use these cookies and they will always be placed when you use the Meetric Nordic AB website. We delete these cookies when you leave the website, where possible.

Functional cookies

These cookies remember the choices you make on our website and improve your experience. We use them to display recommendations for you based on your past activity on our website. Functional cookies may be required for actions such as watching a video.

Any data that these cookies collect is anonymised before being used for any other purpose. We do not keep records of your data or track you personally, or monitor how you browse other websites. This information is not made available to other websites.

We also use third-party cookies from companies such as LinkedIn and Facebook to allow you to share information on your timeline by liking or sharing content.

Analytics cookies

Analytics cookies are used to gather anonymous data on how visitors use the website. They look at which pages are the most popular, how long visitors stay on them, if and when a user gets an error message, and other similar useful data which we use to improve how the website works and to make information easier to find. This data is anonymous and we cannot track you individually using analytics cookies.

Managing cookies

Most web browsers allow you to control which cookies are accepted via the browser settings. If the browser you use is not listed in common help articles, there is normally a "Help" option in your browser to find out how it handles cookies, or you can visit the website from which you downloaded it for more information.

If you continue to use our website without making any changes to your settings, we will assume that you accept our use of cookies.

Managing analytics cookies

You can use your browser settings to disallow analytics cookies. Some analytics providers also offer separate tools or browser add-ons to opt out of their cookies.

Tracking email communication

We may use third-party tools, such as marketing automation and email platforms, to track our email communications. We do this to help ensure that email correspondence is delivered and that it is delivered to a valid email address, and to understand how our communications are used.

Third-party cookies

We use cookies for analytical purposes to evaluate and compile statistics on the general behaviour of visitors on our website, for example:

What external websites visitors came from.

What search terms were used.

Which pages are visited most frequently.

We gather statistics about the usage of and interactions on our website. This information is collected to make our website as user friendly and relevant as possible for you as a visitor. All the information that is collected is aggregated at an overall level and is anonymous.

Our website may use tools such as:

- Google Analytics (website analytics - EU/US, DPF-certified)
- Google Tag Manager (tag management - EU/US, DPF-certified)
- LinkedIn (social media integration - EU/US, DPF-certified)

For each tool, we ensure data protection-compliant data processing agreements. You can opt out via cookie settings or browser add-ons.

Links and external websites: Our website may contain links to third-party websites that we do not control. If you follow these links, their own privacy policies and terms will apply. We are not responsible for how such third parties process your personal data.

Social media: We're active on LinkedIn. When you interact with us on social platforms, their privacy policies apply. We may use social plugins (for example share buttons) - these platforms may collect data about your visit in line with their policies.

Log files

When you use the web from your computer or mobile device, the web server will log your interaction with the website. This log will contain basic information such as page views and IP address. The information inside these log files is completely anonymous and cannot be used to identify you as a person.

Information Received from Google APIs

Some features of the Services, such as email and calendar integrations, access information from your Google account through Google APIs only after you have authorised that access. Meetric's use and transfer to any other app of information received from Google APIs will adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements. This information is used only to provide and improve the features you have enabled. It is not used for advertising, it is not sold, and it is not used to create, train or improve generalised artificial intelligence or machine-learning models, including in aggregated or anonymised form. You can disconnect the integration in the Services. To revoke Meetric's access to your Google account, use your Google account permissions.

Changes to This Policy

We may update this policy to reflect legal changes or business developments. Material changes will be notified via email or website notice at least 30 days in advance. Continued use after changes indicates acceptance.

Version history:

Version 2.1 (6 October 2026) - Added information received from Google APIs

Version 2.0 (10 February 2026) - Updated for increased clarity

Version 1.0 (18 August 2020) - Original version

For any data protection inquiries, contact our Data Protection Officer at dpo@meetric.com.