Privacy Notice for Marketing Activities

The SCA Group comprises a number of companies and operations. Each SCA company is the data controller for its processing of personal data within the business relationship between that SCA company and the company for which you are a contact person or representative. The company within the SCA Group with which you are in contact is therefore the issuer of this notice.
SCA continually takes the necessary measures to ensure that your personal data is processed in accordance with applicable data protection legislation and good market practice. Further information about your rights in relation to SCA when SCA processes your personal data, as well as the legal bases for processing and SCA's fundamental principles, is provided in the General Privacy Notice, available at sca.com/gdpr.

Personal data SCA processes about you

We may process the following personal data about you in connection with our marketing activities:

- Name,
- contact details (such as address, email address and telephone number),
- information about your participation in events,
- information about your relationship with SCA,
- job role,
- company and industry,
- preferred language of communication, and
- IP address.

If we do not obtain the personal data listed above directly from you, we obtain it through other business contacts or public sources, such as websites and similar sources.

Why SCA processes your personal data

Sharing news about our operations and marketing our products and services
SCA processes personal data to share news about our operations and market our products and services to both existing and prospective customers, including providing relevant offers. Such communications or marketing may include, for example, an annual report, a newsletter with information about SCA's operations, products and services, or invitations to events and similar activities. We tailor our marketing to your job role, the company or organisation you belong to, and the interest you and your organisation have shown in SCA's operations, products and services, to ensure that the marketing is relevant to you.

The legal basis for this processing is legitimate interests, based on a balancing of interests. This means that the processing is necessary for our legitimate interest in marketing SCA's products and services to prospective and existing contacts at customer or supplier organisations.

For existing customers and suppliers, personal data is retained for the duration of the customer or supplier relationship and for one year thereafter. For prospective customers, suppliers and other stakeholders, personal data is retained for three months from the date of collection, unless the individual has agreed to receive further communications.

Analysis and evaluation of our marketing activities
SCA processes personal data that may be used to analyse and evaluate our marketing activities, either directly by SCA or by third parties acting on our behalf, to improve our offerings and develop our operations more generally. To do this, we use tools on our website. The information collected is used to maintain and improve the website, measure the effectiveness of advertising, protect against fraud and misuse, and

personalise the content and advertisements you see on our website and other websites. To ensure that your data is adequately protected, we have put safeguards in place in the form of de-identification and pseudonymisation measures.

The legal basis for this processing is legitimate interests, based on a balancing of interests. This means that the processing is necessary for our legitimate interest in analysing and evaluating our marketing activities and in developing, optimising and managing our operations. The legal basis for our processing relating to cookies on our website is your consent. For more information about how your personal data is processed when you visit our websites, please read the cookie information on SCA's website, sca.com.

For existing customers and suppliers, personal data is retained for the duration of the customer or supplier relationship and for one year thereafter. For prospective customers, suppliers and other stakeholders, personal data is retained for three months from the date of collection, unless the individual has agreed to receive further communications. Marketing activities may also target business contacts other than existing and prospective customers if we consider the contact to be of relevance to SCA in some way, such as a marketing organisation or a corporate group.

Unsubscribing
You may request at any time that your personal data no longer be used for marketing purposes. Following such a request, your data will be deleted and will no longer be used for marketing purposes, unless legal requirements prevent its deletion. If you no longer wish to receive marketing communications from an SCA company, you can unsubscribe using the contact form at sca.com/gdpr or directly through the links provided in, for example, our newsletters.

Contact SCA

- Via the contact form at sca.com/gdpr or by email at gdpr@sca.com.
- By telephone on +46 (0)60-19 33 30 (switchboard). Ask for the Head of Administration GDPR or Legal Counsel.