



Marketing and Communication

Why do we use your personal data?

We use your personal data to communicate with you, for example regarding offers, the development of products and services you purchase, career opportunities, and relevant events and webinars, as well as in connection with subscriptions to our newsletters and online magazines. We do this via phone, email, or post, unless you object.

In addition, we use your data for research purposes and in connection with analytics aimed at improving our communication and websites. Eccera uses various third-party internet applications, such as Google Analytics and Google Tag Manager, to gain insights into website statistics - for example, the number of visitors and the most visited pages. This allows us to optimize the website and better tailor it to our visitors. Hotjar allows us to improve the website based on user feedback. Hotjar uses cookies and other technologies to collect data about user behavior and their devices. Neither Hotjar nor Eccera will ever use this information to identify individual users or link it to other data about a single user.

Eccera uses online advertising features from Google Ads, Bing Ads, and LinkedIn. These parties use cookies to display ads based on previous visits to our websites. A detailed overview of the cookies we use can be found in our cookie policy.

What personal data do we process?

We process information that you provide to us, such as your name, employer, job title, phone number, and email address. We also process data collected through your use of our services or your visits to our websites, such as IP address, type of operating system, and browser. We also process your preferences regarding specific products and services.

Who has access to your personal data?

Eccera treats personal data confidentially and with the utmost care. Stored personal data is only accessible to Eccera employees who need it for work-related purposes.



What is the legal basis for processing your personal data?

The processing of your personal data is based on your consent when you agree to receive direct marketing. In addition, Eccera relies on legitimate interest as a legal basis.

How long do we retain your personal data?

We retain your data for as long as it is necessary for the purpose for which it was collected, as long as permitted by law, or until you withdraw your consent.