

# PRIVACY POLICY

## **RESELO.**

# Privacy Policy

Last updated: 08.10.2025

We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and store information when you sign up for our newsletter.

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## 1. Summary

At Reselo, we only collect your name and email for our newsletter, we store it securely via Mailchimp, and we'll never share or misuse it. You can unsubscribe anytime.

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## 2. Who we are

We are Reselo Rubber, a startup developing sustainable rubber alternatives from waste streams in the forest industry. You can read more about us on [www.reselo.se](http://www.reselo.se).

Contact:

[info@reselo.se](mailto:info@reselo.se)

KTH Greenhouse Labs,  
Teknikringen 38A  
114 28 Stockholm, Sweden

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## 3. What data we collect

When you sign up for our newsletter, we collect:

- Your name (optional)
- Your email address

That's it – we don't collect any other personal data.

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Visiting address:

KTH Greenhouse Labs,  
Teknikringen 38A  
114 28 Stockholm, Sweden

[info@reselo.se](mailto:info@reselo.se)  
[www.reselo.se](http://www.reselo.se)

Postal address:

Norra Sänkevägen 27,  
30595 Halmstad, Sweden

#### 4. How we collect your data

You provide your data directly to us when you:

- Fill in our Mailchimp newsletter signup form.

Mailchimp collects and stores your information on our behalf as our email marketing platform.

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#### 5. How we use your data

We use your information only to:

- Send you email updates about our company's progress, news, and opportunities to support our journey.

We do not sell, share, or use your data for any other purpose.

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#### 6. Legal basis for processing

We process your data based on your consent, which you give when you sign up for our newsletter.

You can withdraw your consent at any time by clicking the "Unsubscribe" link in any of our emails or by contacting us directly.

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#### 7. Who we share data with

We use Mailchimp (operated by Intuit Inc.) to manage our email list and send newsletters. Mailchimp stores your data securely and in compliance with GDPR.

More information: <https://mailchimp.com/legal/privacy/>

We do not share your data with any other third parties.

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## 8. Data storage and transfers

Mailchimp may store data outside the European Economic Area (EEA). Transfers are protected under the EU–U.S. Data Privacy Framework, which ensures an adequate level of data protection.

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## 9. How long we keep your data

We keep your data for as long as you stay subscribed to our newsletter. When you unsubscribe, your data is automatically deleted from our mailing list.

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## 10. Your rights

Under GDPR, you have the right to:

- Access your personal data
- Correct inaccuracies
- Request deletion
- Withdraw consent at any time
- Lodge a complaint with your local data protection authority

If you want to exercise any of these rights, contact us at [info@reselo.se](mailto:info@reselo.se).

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## 11. Changes to this policy

We may update this Privacy Policy from time to time. Any changes will be published on this page with an updated date.

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