

PRIVACY POLICY

for users of privacypolicycheck.ai,
and persons that are identified in submitted privacy policies

Hi there,

Thank you for using our free, artificial intelligence-powered tool to analyse privacy policies, available on <https://privacypolicycheck.ai> (referred to as the “AI” to keep things simpler).

For the avoidance of doubt, “we” are Synch Advokat AB, a Swedish law firm with its office in Stockholm. You will find our full contact information at the end of this document.

When using the AI it is possible to submit personal data to us if you chose to contact us from using the forms available in the AI. There is also a possibility that the submitted privacy policy contains personal data.

We are personal data controllers – which means that we determine the purposes and means of the processing – for the submitted personal data, and will process it in accordance with this privacy policy. For information about the cookies on the site, please see [here](#).

When you contact us, we process the following personal data:

- your name;
- your email-address;
- the company you work at or represent; and possibly
- depending on what you write to us in the free text field, we may be supplied personal data to the extent you include it in your message to us.

It is most likely that you have provided us with this information yourself, but it is also possible that a colleague of yours or someone else has given us your contact information. If so is the case, you will learn of this when we contact you regarding the AI, which we aim to do as soon as possible after receiving the message.

If you do not provide us with your contact information, you will not be able to send us a message using this channel.

When you submit a privacy policy, it may contain the following personal data:

- since privacy policies must contain the contact information to the personal data controller, and if applicable, the appointed data protection officer and/or controller’s representative, it is possible that this contact information contains personal data;

- also, since you are free to upload whatever text you wish to the AI, we understand that this text may include personal data submitted by you, regardless of whether this is relevant to check a privacy policy check or not.

We use cookies on the AI-website

- some cookies contain user-identifiers or similar information, which we consider to be personal data and therefore treat as such.

Purposes and legal grounds for the processing

All processing is based on our legitimate interests, which are specified in the table below.

We process the personal data for the following purposes	Our specific legitimate interests are
(i) We need your contact information to get back to you when you contact us.	We want to reply to you if you request further help from us, and reply to you if you have feedback on how we can improve the AI.
(ii) Provide the service as requested by you, and therefore may process personal data as a consequence of how you use the AI.	We want the AI to be a simple and effective tool to use, which is the reason why we permit users to submit information as-is.
(iii) We use cookies to understand how the AI is used, and by how many people.	We want to improve and develop the AI-website (and future projects) based on how the AI is being used.

The fact that we base our processing on our legitimate interests means that we have considered how we process the personal data concerning you, or persons referred to in the privacy policy, in relation to how this affects you or them, and that we came to the conclusion that you are most likely ok with us processing personal data in order to reply to you, since you reached out to us.

For natural persons that are identifiable from the content of a privacy policy, it is our belief that they understand that their position and role in connection with processing personal data will involve making some information about them public. Their expectation might not be that a Swedish law firm would process this information with an artificial intelligence-powered tool, but we consider our processing to be an insignificant intrusion of their privacy and no infringement of their rights and freedoms.

If the user of the AI submits text that contains personal data but is not a privacy policy, the personal data will be processed when the AI has tried to determine if the text is a privacy policy or not. If the user agreed to supply the text for the improvement (training) of the AI, and the submitted text is determined as not being a privacy policy, it will not be saved. This personal data is instantaneously deleted after the analysis is complete.

As for the cookies, we only store aggregated statistical information for our internal use. It is not possible to identify individual users from this information.



If you are curious about how we have reasoned regarding our legitimate interests, please reach out to us and we will explain this in detail. If you are not ok with this, just let us know and we will stop – there is more information on this further below.

The source of the personal data that is contained in text submitted to us either comes from privacy policies, which may or may not be public on the internet, or any other source which the user sees fit to use. If the text is not a privacy policy, and the user agreed to supply the text for the improvement (training) of the AI, the text will be instantly deleted after it is confirmed that it is not a privacy policy.

We transfer the personal data to Amazon Web Services, which provides hosting services for the AI. The servers for this are located in Frankfurt, Germany. No personal data is transferred to a country outside of the EU or EEA.

We store the personal data concerning your contact information for as long as this is necessary to correspond with you, but if we haven't heard back from you for more than six months, we get the hint and we will erase the personal data concerning you. When privacy policies are submitted for training of the AI, we will delete all personal after we have used the privacy policy for the training. We will in no case save such personal data for a period of time that is longer than two years. As for the cookies, the identifiers are stored in your device, and we only store aggregated statistical information that does not constitute personal data.

You have the following rights regarding your personal data, which means that you have the right to:

- Access: meaning that you have the right to information about the processing, access to the personal data in question, and the right to obtain a copy of it.
- Rectification: meaning that we must correct the personal data if it is incorrect.
- Erasure: meaning that we must erase the personal data in certain circumstances, such as if there is no point in processing it any longer.
- Object to processing: you have the right to object to our processing of personal data. This is particularly relevant for you since we are basing our processing on the legal ground of our legitimate interests. If you disagree with how we have balanced our interests against yours, you may object to our processing.
- Restriction of the processing: this is like an alternative to erasure, but where we only store the personal data without doing anything with it.
- Data portability: if you want us to transfer the personal data to someone else, we will help you with this, even if this means transferring it to another law firm.

Also, you have the right to lodge a complaint with the relevant supervisory authority.

Thank you for reading all of this, and please feel free to drop by for a coffee at any time!

We are Synch Advokat AB

Contact us here: privacy@synchlaw.se

Or here: Birger Jarlsgatan 6, 114 36 Stockholm

