

In this Privacy Policy, we describe how we collect and process personal data (“data”) which relates to you as a business contact. This Privacy Policy also describe how we process data collected from our test sites and in connection with our annual general meetings or extraordinary general meetings.

For the purposes of applicable data protection legislation, TagMaster AB reg. no. 556487-4534 (“TagMaster”) is the controller of your personal data and determines how and why your personal data will be processed. Should you have any questions regarding TagMaster’s processing of personal data, please do not hesitate to contact us at privacy@tagmaster.com.

How we collect data

We collect your personal data:

- When we engage in a business relationship.
- Through our website.
- Through email correspondence.
- When you provide us with data through meetings, social media or events.
- When you provide us with data in connection with your notice of attendance to a general meeting.
- In connection with general meetings, we may collect data from third parties such as public records, the central securities depository (Euroclear Sweden AB), other third party service providers in connection with the general meeting or the shareholder you represent or your proxy (if relevant).

What data we collect

Personal data we process regarding our business contacts:

- Basic information such as your name, workplace and title.
- Contact details such as address, e-mail address and telephone number.
- Payment information.
- Information you provide in connection with meetings or events, such as requirements in respect of availability of premises or allergies.
- E-mail correspondence.

Personal data we process from our test sites:

- Vehicle images, electronic RFID tags and Bluetooth BD-addresses.

MANAGEMENT

Approved by
Jonas Svensson

MANAGEMENT

Issued By
Lars Lindberg

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RECORDS

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Address
TagMaster AB (publ)
Kronborgsgränd 11
164 46 Kista
SWEDEN

Telephone
+46 8 6321950
sales@tagmaster.com
www.tagmaster.com

VAT No: SE556487-453401
Board: Stockholm

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Time stamp and geographical location of the test site in connection with the collection of images, tags and addresses.

Data we process in connection with general meetings:

- Basic information such as your name, workplace and title.
- Contact details such as address, e-mail address and telephone number.
- Identification information such as date of birth and social security number.
- Financial information related to your shareholdings such as voting rights, information regarding holdings and entitlements connected to the holdings.
- Recording of images, photographs, video and sound, to the extent resolved by the general meeting.
- If a proxy is appointed, information on who you are representing or are represented by (as relevant).
- If a shareholder or a proxy gives notice of attendance for assistant(s) to attend the general meeting, information regarding who you assist or are assisted by (as relevant).
- Information on how you have voted may be processed, e.g. if voting devices are used or vote counting is carried out and to the extent your voting is possible to connect to you based on your holdings (e.g. in some cases a certain number of votes may be connected to a certain number of shares held by you).
- Notes in the minutes from the general meeting (e.g. dissenting opinions or when exercising the right as shareholder to propose business at the general meeting or ask questions).

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Why we process your personal data

Please find below a chart describing the purpose, legal basis and storage period of the processing of your personal data.

<u>Our business contacts' personal data</u>		
Purpose	Legal basis	Storage period
To market our products and services through, for example, newsletters, publications and events.	<i>Legitimate interest</i> TagMaster's legitimate interest in marketing its products and services.	As long as we have a business relationship or until you opt out.
To manage our business relationship with you.	<i>Performance of a contract</i> If there's a contract between you and TagMaster. <i>Legitimate interest</i> TagMaster's legitimate interest in maintaining and managing its business relationships.	As long as we have a business relationship with you or the company you represent.
To comply with legal obligations.	<i>Comply with a legal obligation</i> For example, TagMaster's legal obligations due to the Swedish Accounting Act (<i>Sw. bokföringslagen</i>).	As long as prescribed by law, e.g. seven years for receipts and financial information.
For the establishment, exercise or defense of legal claims.	<i>Legitimate interest</i> TagMaster's legitimate interest in establishing, exercising or defending any legal claims.	Information that is relevant for any legal claim is kept for up to ten years in accordance with the Swedish Act on Limitation (<i>Sw. preskriptionslagen</i>).

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<u>Personal data from our test sites</u>		
Purpose	Legal basis	Storage period
For the development of our software and hardware, e.g. using images to create high-accuracy Automatic Number Plate Recognition (ANPR system).	<i>Legitimate interest</i> TagMaster's legitimate interest in the development of its products, both software and hardware.	The data is stored on protected servers only as long as it is necessary and justified for the development of a specific product

<u>Personal data processed in connection with general meetings</u>		
Purpose	Legal basis	Storage period
To carry out our general meetings and to provide services in connection with the general meeting as well as to comply with applicable law and regulations.	<i>Legal obligations</i> For example, TagMaster's legal obligations under the Swedish Companies Act (<i>Sw. aktiebolagslagen</i>). <i>Legitimate interest</i> TagMaster's legitimate interest to conduct the general meeting, including for example to maintain adequate security and order at the general meeting, since TagMaster assesses that this interest is not overridden by your legitimate interests or fundamental rights and freedoms which require the protection of personal data	Personal data related to the general meeting is kept for as long as necessary for us to carry out the general meeting and to provide services in connection with the general meeting as well as to comply with applicable law and regulations, unless otherwise required or permitted by applicable laws or regulations. Personal data that is only required to carry out the general meeting will normally be deleted shortly after the conclusion of the general meeting. Personal data regarding attendance, holdings, voting etc. which is processed to carry out and document the general meeting according to law will be stored as required or permitted by applicable laws or regulations. (*)

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*) For example, personal data included in the general meeting share register (your name, address, social security number and holdings) must be stored for a period of ten years following the general meeting, in accordance with rules issued by Euroclear Sweden. Personal data included in the minutes from the general meeting will be stored during a period of ten years following the general meeting, unless storage during a longer period is justified based on the resolutions adopted at the general meeting or otherwise.

How we share your data

We do not sell your data to any third party for marketing purposes. However, we may share information with our suppliers when they perform services on our behalf to maintain and support our IT systems. Such suppliers may only process the data in accordance with our instructions, i.e. in accordance with this privacy policy.

We may also disclose or share your data with:

- Subsidiaries or other group companies.
- Auditors, advisors, legal representatives and similar agents as may be necessary in connection with the advisory services they provide to us for legitimate business purposes (such as in connection with general meetings) and under contractual prohibition of using the personal data for any other purpose..
- A third party involved in organizing an event, e.g. hotels, event organizer or speaker.
- We may provide personal data to any competent law enforcement body, regulatory, government agency, court or other third party such as but not limited to, the police, the financial supervisory authorities and the tax agency, where we believe disclosure is necessary (i) as a matter of applicable law or regulation, or (ii) to exercise, establish or defend our legal rights. Social media such as Instagram, Facebook, LinkedIn or Twitter when you contact us through such services. If you use these services, we refer to the respective service's privacy policy for information on how they process personal data.
- In connection with the general meeting, we may:
 - Disclose personal data to our third party vendors, service providers and partners who provide services to us (e.g. third party consultants working with the general meeting, law firms/advisors or security agents), which are or will be involved in providing services in connection with the general meeting or who otherwise process personal data for purposes that are described in this privacy notice or as notified to you when we collect your personal data.
 - Provide the list of notices of attendance (which contains names of shareholders together with information regarding their number of shares and votes, and information on their respective proxy and/or assistant(s), if any) to the participants in the general meeting as the basis for determining the voting list at the general meeting.
 - Disclose personal data to other shareholders who request a copy of the minutes from the general meeting.
 - Publish certain information containing personal data on our website, to the extent we are obliged to do so according to law or other regulation (e.g. minutes from the general meeting).

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We strive to process all your data inside EU/EEA. However, some of TagMaster's IT providers operate in the United States. When personal data is shared with these providers, TagMaster has ensured that the level of protection is equivalent to that applicable in the EU/EEA, through the providers' accession to the EU-US framework, Privacy Shield, in accordance with Article 45 of the General Data Protection Regulation. You can read more about the framework [here](#).

If we transfer your personal data outside the EU/EEA, such transfer will be subject to appropriate safeguards in accordance with applicable data protection legislation.

How we protect your data

We use a range of technical and organizational measures to protect your data from unauthorized access, use, loss, change or deletion in accordance with applicable data protection legislation. Such actions include, but are not limited to, physical controls, encryption, eligibility restrictions and policies.

Your rights

In accordance with applicable data protection legislation, you have a right to request access to, rectification or erasure of your personal data or restriction of the processing. You also have a right to object to processing as well as the right to data portability.

You have a right to lodge a complaint regarding our processing of your data with the Swedish Data Protection Authority, Box 8114, 104 20 Stockholm, Sweden.

Changes to this privacy policy

TagMaster reserves the right to make changes to this Privacy Policy from time to time. If substantial changes to the Privacy Policy are made, TagMaster will inform you about such changes by e-mail, provided that TagMaster has your e-mail address, or if possible in some other manner.

How to contact us

Do not hesitate to contact us if you have any questions about this Privacy Policy or the processing of your data or if you would like to exercise any of your rights under applicable data protection legislation.

You can contact us at: TagMaster AB, Kronborgsgränd 11, SE-164 46 Kista, Sweden, or by email at privacy@tagmaster.com.