LEGAL

Privacy Policy

Advisource AB · Effective 6 November 2026 · Version 1.1

The short version

- Advisource AB is a Swedish company. We are responsible for the personal data described here.
- We use business contact data to talk with manufacturers and industrial OEMs about our products, and the data you give us when you contact us, sign in with LinkedIn or work with us.
- We do not sell personal data. We do not use LinkedIn data for advertising or mass messaging.
- You can ask to see, correct or delete your data at any time by writing to oleks@theadvisource.com.

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1. Who we are

Advisource AB (corporate identity number 559492-3038), Lejongatan 6, 289 33 Knislinge, Sweden ("Advisource", "we", "us") is the controller of the personal data described in this policy. We build industrial intelligence products for manufacturers and industrial OEMs, including Factory Cortex, Vocavic and OEM Cortex.

This policy covers our website theadvisource.com, our sales and customer relationships, our LinkedIn integration and our recruitment. We process personal data in line with the EU General Data Protection Regulation (GDPR) and Swedish data protection law. We are not required to appoint a data protection officer, so questions come directly to us at oleks@theadvisource.com.

2. What we collect and why

When	What we collect	Why	Legal basis (GDPR)
You contact us or book a call	Name, email address, company, your message, meeting time and anything else you choose to share	To answer you and arrange the meeting	Legitimate interest in replying to enquiries (Art. 6(1)(f)); steps before a contract when you ask about buying (Art. 6(1)(b))
You are a business contact or prospect	Name, job title, employer, business email and phone, LinkedIn profile link, professional information you have made public, our correspondence and notes	To contact people whose role relates to our products, and to manage the relationship	Legitimate interest in business-to-business marketing (Art. 6(1)(f)). You can object at any time and we will stop.
We meet, interview you or run a pilot together	Meeting notes; audio recordings and transcripts only if you agree at the start	To understand your needs and improve our products	Legitimate interest for notes (Art. 6(1)(f)); consent for recordings (Art. 6(1)(a))
You are a customer, partner or supplier contact	Name, role, contact details, contract details, invoicing and payment information	To perform the contract, invoice and keep our accounts	Contract (Art. 6(1)(b)); legal obligation for accounting (Art. 6(1)(c)); legitimate interest for contact persons at companies (Art. 6(1)(f))
You connect LinkedIn to one of our applications	The data described in section 3	To provide the feature you asked for	Consent given on LinkedIn's permission screen (Art. 6(1)(a)) and performance of the service you requested (Art. 6(1)(b))
You visit our website	IP address, browser type and pages requested, processed by our hosting provider	To deliver the website and keep it secure	Legitimate interest in running a secure website (Art. 6(1)(f))

When	What we collect	Why	Legal basis (GDPR)
You apply for a job	CV, contact details, interview notes and references you give us	To assess your application	Steps before an employment contract (Art. 6(1)(b)); consent if you join our talent pool (Art. 6(1)(a))

Where we get data: from you, from public professional profiles (including on LinkedIn), from company websites, from industry events and from people who introduce us. We do not intentionally collect sensitive data such as health information. Please do not send it to us.

Every marketing email we send includes a way to opt out.

3. LinkedIn integration

We use LinkedIn's APIs in applications that let a user sign in with LinkedIn, publish content to LinkedIn, and manage and measure LinkedIn Pages they administer. Before anything is shared, LinkedIn shows you a screen that lists the permissions the application asks for. We receive only what you approve there, and we ask only for the permissions a feature needs.

What we receive

Depending on the permissions you approve:

- **Sign in with LinkedIn:** your name, profile photo, email address and LinkedIn member identifier.
- **Publishing:** the posts, images, documents and comments you create or schedule through the application, and the identifiers LinkedIn gives them.
- **LinkedIn Pages you administer:** the Page's name, logo and details; posts and comments on the Page; and aggregated follower, visitor and engagement statistics. Comments and reactions include the name, headline and profile link of the LinkedIn members who made them.
- **Post analytics:** aggregated statistics for your own posts, such as impressions, reactions and comments.
- **Access tokens** that LinkedIn issues so the application can act on your behalf.

How we use it

Only to provide the features you use: signing you in, publishing or scheduling your content, showing statistics for your Page and posts, and helping you read and reply to comments.

For Advisource's own LinkedIn account and Page, we also use an AI service provider, currently Anthropic, to analyse the statistics of our posts and the comments on them, for example to see

which posts worked and which comments need a reply. The provider processes this data only on our instructions and does not use it to train its models.

> **What we never do with LinkedIn data**
>
> - Sell, rent or share it with third parties. The only exception is the service providers that host or process it for us, as described above.
> - Use it for advertising, ad targeting or bulk messages.
> - Use it to make decisions about anyone's employment, credit, insurance or housing, or for surveillance or discrimination.
> - Combine it with other data to build profiles of LinkedIn members, or try to re-identify anonymised data.
> - Use it to train AI models, or let any provider use it to train theirs.

Storage

We store LinkedIn data encrypted and separate from our other data, so that it can be found and deleted on its own. We keep it only while your account is connected and only as long as the feature needs it. We refresh profile data only when you use the application, not on a schedule.

Disconnecting and deletion

- You can withdraw your consent at any time by removing the application in LinkedIn under **Settings & Privacy → Data privacy → Permitted services** (linkedin.com/psettings/permitted-services), or by emailing us.
- When you disconnect, close your account or ask us to delete your data, we immediately delete all data we received from LinkedIn about you, including access tokens, and confirm this by email.
- Withdrawing consent does not affect processing that happened before. Posts you published to LinkedIn stay on LinkedIn until you delete them there.

LinkedIn's own handling of your data is covered by the LinkedIn Privacy Policy.

4. Data in our products

When a company uses Vocavic, Factory Cortex or OEM Cortex, that company decides what operational data is processed, such as shift notes, voice recordings, transcripts and machine data. The company is the controller of that data. We act as its processor under a data processing agreement and process the data only on its instructions.

Vocavic is designed to run on the customer's own infrastructure. In those deployments, voice recordings and transcripts stay on the customer's premises. If you work for one of our customers and have questions about this data, please contact your employer first. We will help them answer you.

5. Who we share data with

- **Service providers** that process data for us: website hosting, cloud storage, email and office software, customer relationship management, email outreach, meeting scheduling, video meetings and transcription, and AI-assisted tools for drafting and analysis. They act only on our instructions, under data processing terms.
- **Subcontractors and partners** that help deliver a project you take part in, under confidentiality and data processing agreements.
- **Professional advisers** such as accountants, auditors and lawyers, who are bound by confidentiality.
- **Authorities**, when the law requires it.
- **A buyer or investor**, if all or part of our business is transferred, under confidentiality.

LinkedIn data is shared only as described in section 3. We do not sell personal data.

6. Transfers outside the EU/EEA

Some of our service providers and subcontractors are located outside the EU/EEA, for example in the United States, or can access data from there. When that happens we rely on an adequacy decision by the European Commission (including the EU–US Data Privacy Framework for certified US companies) or on the Commission's Standard Contractual Clauses, with additional safeguards where needed. You can ask us for a copy of the safeguards we use.

7. How long we keep data

Data	How long
Enquiries and contact form messages	24 months after our last contact, unless a customer relationship follows
Business contacts and prospects	24 months after our last interaction, or until you object or ask us to delete it, whichever comes first
Call recordings and transcripts	Up to 24 months, unless you agree to a longer period. You can withdraw consent and have them deleted at any time.

Data	How long
Customer, partner and supplier data	For the duration of the contract and up to three years afterwards to handle claims. Accounting records are kept until the end of the seventh year after the year the financial year ended, as the Swedish Bookkeeping Act (Bokföringslagen) requires.
LinkedIn data	While your account is connected and only as long as the feature needs it. Deleted immediately when you disconnect or ask.
Website technical logs	A short period set by our hosting provider, for security and operation
Job applications	Two years after the recruitment ends, to handle any legal claims, or longer if you agree to join our talent pool

8. Your rights

Under the GDPR you have the right to:

- get a copy of the personal data we hold about you;
- have inaccurate data corrected;
- have your data deleted;
- have our processing restricted;
- object to processing based on our legitimate interest. You can always object to direct marketing, and we will stop;
- receive data you gave us in a machine-readable format (data portability);
- withdraw consent at any time, without affecting processing that happened before.

Email oleks@theadvisource.com to use any of these rights. We reply within one month. We may ask you to confirm your identity first. We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

If you are unhappy with how we handle your data, you can complain to the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY) at imy.se, or to the data protection authority where you live or work.

9. Cookies

Our website does not use cookies or similar technologies for analytics, advertising or tracking. If we ever add non-essential cookies, we will ask for your consent first and update this policy.

When you book a call, you are taken to our scheduling provider, TidyCal. Links to LinkedIn take you to LinkedIn. These sites have their own privacy policies.

10. Security

We protect personal data with access limited to the people who need it, encrypted connections (HTTPS), encrypted storage of access tokens, and multi-factor authentication on our business accounts where our providers support it.

If a personal data breach occurs, we will notify IMY within 72 hours where the law requires it, tell affected people without undue delay when the risk to them is high, and notify LinkedIn when LinkedIn data is involved, as LinkedIn's terms require.

11. Children

Our website and services are meant for businesses and are not directed at children under 16. We do not knowingly collect their personal data.

12. Changes to this policy

We may update this policy. The effective date at the top shows the latest version. If we make a material change, we will post it here before it takes effect and, if you have connected LinkedIn to one of our applications, tell you by email or in the application. If a change affects the LinkedIn permissions you approved, we will ask for your consent again.

13. Contact us

Advisource AB
Corporate identity number 559492-3038
Lejongatan 6, 289 33 Knislinge, Sweden
oleks@theadvisource.com

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