

# Privacy policy

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April 23, 2026

## 1. Introduction

This privacy policy explains how Cell Impact AB collects, uses and protects your personal information when you interact with us. It describes your privacy rights and how we ensure that your data is handled securely. By continuing to use our website or our services, you confirm that you consent to the collection and use of information in accordance with this privacy policy.

Data Controller: Cell Impact AB, [556576-6655.] [Källmossvägen 7A, 691 52 Karlskoga] Email: [privacy@cellimpact.com](mailto:privacy@cellimpact.com)

## 2. Legal framework

Cell Impact AB complies with the EU General Data Protection Regulation (GDPR, Regulation 2016/679) and the Swedish Data Protection Act (2018:218) as well with any other applicable laws regarding data protection.

We process personal data based on the following grounds:

- Consent – when you actively approve our processing
- Performance of Contract – when processing is necessary to provide our services
- Legitimate Interest – to improve our services and the website's functionality
- Legal Obligation – when we are required by law to process data

## 3. Personal data

We may collect the following categories of personal data: name, email, telephone number, company affiliation, IP address and device data.

Data you provide directly to us:

- Contact information (name, email, telephone number)
- Company information (company name, position)
- Messages and enquiries you send to us
- Newsletter subscriptions

Data collected automatically: Automatically logged data includes browser type and language, date and time of access. We do not store IP addresses linked to behavioural data.

- Cookies and similar technologies (see our Cookie Policy)
- Website usage and navigation patterns
- Technical information about your device

## 4. Use of personal data

We use personal data to provide and improve services, respond to enquiries and analyse website usage.

Specific purposes:

- Manage and respond to your enquiries and questions
- Provide products and services you have requested
- Send newsletters and marketing communications (with your consent)
- Improve the website's functionality and user experience

- Conduct statistical analysis and research
- Fulfil legal obligations and prevent fraud
- Administer customer relationships and contracts

## 5. Sharing of personal data

We may share data with cloud service providers and analytics platforms. All third parties are required to comply with GDPR standards.

We never share your personal data for commercial purposes without your consent.

Recipients of personal data may include:

- IT suppliers and cloud services (e.g. Azure Cloud Platform)
- Analytics tools (e.g. Google Analytics, Hotjar)
- Email marketing services (e.g. Mailchimp)
- Legal and financial advisers
- Authorities when required by law

Transfer to third countries: When personal data is transferred outside the EU/EEA, we ensure an adequate level of protection through:

- The EU Commission's standard contractual clauses
- The recipient's certification under approved mechanisms
- Your explicit consent

## 6. Retention

We only store your personal data for as long as necessary for the purposes for which it was collected:

- Contact enquiries: 24 months after last contact
- Newsletter subscriptions: Until you cancel your subscription
- Contract-related data: During the contract period plus 7 years (accounting requirements)
- Web analytics data: Maximum 26 months (anonymised)
- Marketing consents: 24 months from last interaction

## 7. Your rights

You have the right to access your data, correct or delete your data, withdraw consent and lodge a complaint with the IMY.

You have the following rights:

- Right of access – Request information about what personal data we process about you
- Right to rectification – Request correction of incorrect or incomplete data
- Right to erasure ("right to be forgotten") – Request that we delete your data
- Right to restriction – Request that we restrict the processing of your data
- Right to data portability – Receive your data in a structured, machine-readable format
- Right to object – Object to processing based on legitimate interest
- Right to withdraw consent – At any time, without affecting the lawfulness of previous processing
- Right not to be subject to automated decision-making – Including profiling

Exercise your rights: Contact us at: [privacy@cellimpact.com](mailto:privacy@cellimpact.com)

We will respond to your request within 30 days. In complex cases, we may extend this period by an additional 60 days.

Complaints: You have the right to lodge a complaint with the Swedish Authority for Privacy Protection (IMY):

Website: [www.imy.se](http://www.imy.se)

Email: [imy@imy.se](mailto:imy@imy.se)

Telephone: +46 8-657 61 00

## 8. Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss or destruction:

- Encryption of sensitive data during transmission
- Access control and authorisation management
- Regular security updates and vulnerability analyses
- Data backup
- Staff training in data protection
- Incident management procedures

## 9. Children and minors

Our website and our services are not directed at persons under 16 years of age. We do not knowingly collect personal data from children. If you are a guardian and discover that your child has provided personal data to us, contact us and we will delete the data.

## 10. External websites

Our website may contain links to external websites. We are not responsible for these websites' privacy practices. We recommend that you read their privacy policies.

## 11. Changes

We may update this policy to reflect legal or operational changes. Updates will be published on this page.

Material changes will be communicated via:

- Clear information on the website
- Email to registered users (where applicable)

The date of the last change is always stated at the top of the document.

## 12. Contact

Data Protection Officer/Contact person for privacy matters: Email: [privacy@cellimpact.com](mailto:privacy@cellimpact.com).

Cell Impact AB [Källmossvägen 7A, 691 52 Karlskoga].

## About Cell Impact

Cell Impact AB (publ) is a global supplier of advanced flow plates to fuel cell and electrolyzer manufacturers. The company has developed and patented a unique method for high velocity forming, Cell Impact Forming™ which is significantly more scalable and cost-efficient compared to conventional forming methods. Cell Impact Forming is an environmentally friendly forming technology that consumes no water and very little electrical power.

The Cell Impact share is listed on Nasdaq First North Growth Market and FNCA Sweden AB is the company's Certified Advisor (CA).