



# Privacy Policy

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SMÅKRYP AB  
Org nr. 556773-5815



Branschvinnare  
i Sverige AB



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# Privacy Policy

Toysmix (Småkryp AB)

Last updated: 29/03/2026

- ✓ ⓘ Toysmix (Småkryp AB) ("we", "our", "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, and share your personal information when you visit our website or make a purchase. We comply with the **General Data Protection Regulation (GDPR)** and applicable Swedish and EU laws.

## 1. Data Controller

Toysmix (Småkryp AB)

Skalbaggevägen 11

296 33 Åhus, Sweden

Email: [madde@toysmix.com](mailto:madde@toysmix.com)

## 2. Personal Data We Collect

When you make a purchase or interact with our website, we collect:

- **Customer information:** first name, last name, email address, billing/shipping address, postcode, city/town, country.
- **Transaction data:** order details, payment confirmations (processed via third-party providers such as Mollie, PayPal, or Billie).
- **Website and device data:** IP address, browser type/version, device information, cookies, and analytics data.
- **Optional marketing data:** newsletter subscription or consent to promotional emails.

- ✓ ⓘ **Children's data:** We do not knowingly collect personal data from children under 13 without parental consent.

### 3. How We Collect Your Data

- **Directly from you:** When placing an order or subscribing to newsletters.
- **Automatically:** Through website cookies and analytics tools.
- **From third parties:** Payment processors or delivery services.

### 4. Legal Basis for Processing

- **Contractual necessity:** to process and deliver your orders.
- **Consent:** for marketing communications and cookies where applicable.
- **Legal obligation:** for accounting, VAT, and other statutory requirements.
- **Legitimate interests:** for fraud prevention, website security, and analytics.

### 5. Purpose of Data Processing

We use personal data to:

- Process and deliver your orders
- Manage payments via third-party providers
- Provide customer support and handle complaints
- Comply with legal obligations (accounting, VAT, warranty)
- Send marketing communications if consented
- Improve website performance and analyse usage

### 6. Data Sharing and Third-Party Processors

We share personal data only with parties necessary for our services:

- **Payment processors:** Mollie, PayPal, Billie (no card details stored by us)
- **Shipping providers:** e.g., DHL, PostNord, UPS
- **Website hosting and IT providers**
- **Marketing providers:** for newsletters (if consented)

All third parties must comply with GDPR and act only as instructed by Toymix (Småkryp AB).

## 7. Data Retention

- **Order data:** up to 7 years for Swedish accounting and tax compliance
- **Marketing data:** until consent is withdrawn
- **Analytics data:** Analytics data is retained for a maximum period of 14 months, after which it is anonymised or deleted.

## 8. User Rights

Under GDPR, you can:

- Access your personal data
- Correct inaccuracies
- Request deletion ("right to be forgotten")
- Restrict processing
- Object to processing based on legitimate interests or marketing
- Receive your data in a portable format
- Withdraw consent at any time
- Lodge a complaint with the Swedish Data Protection Authority (IMY)

Requests can be sent to [madde@toysmix.com](mailto:madde@toysmix.com).

## 9. Cookies and Tracking

We use cookies for:

- **Necessary cookies:** website functionality
- **Analytics cookies:** for usage and performance tracking
- **Marketing cookies:** for promotions/newsletters (requires consent)

You can manage cookies via your browser or our consent banner.

## 10. Data Security

We protect personal data using:


- Encrypted connections (HTTPS)
- Access restrictions and secure storage

- Staff trained in data protection
- Regular security reviews

## 11. International Data Transfers

Any transfer of personal data outside the EU/EEA is safeguarded using **Standard Contractual Clauses** or equivalent legal measures.

## 12. Children's Privacy

- ∨  Our website and services are intended for use by adults. We do not knowingly collect personal data from individuals under the age of 13. If we become aware that personal data relating to a child has been collected without appropriate consent, we will take steps to delete it. Parents or guardians may contact us at any time regarding their child's personal data.

## 13. Marketing Communications

Marketing emails and newsletters are sent only with explicit consent. You may unsubscribe at any time via the link in the email or by contacting [madde@toysmix.com](mailto:madde@toysmix.com).

## 14. Changes to this Privacy Policy

We may update this Privacy Policy. The latest version is posted on our website, with the "last updated" date reflecting changes.

## 15. Contact Information

### Toysmix (Småkryp AB)

Skalbaggevägen 11

296 33 Åhus, Sweden

Email: [madde@toysmix.com](mailto:madde@toysmix.com)