

PRIVACY NOTICE

In this Privacy Notice, Again Technology AB (“**Again**”) informs you how Again collects and process personal data about you when you use our application (the “**App**”), visit our website, or otherwise contact us. We also inform you of your rights in relation to our processing of your personal data, so you know how to act if you wish to invoke your rights.

To be able to provide the App to you and/or to be able to communicate with you Again collects and processes certain personal data about you. Again cares about your integrity and therefore processes your personal data with caution and care.

What is personal data?

Personal data is any information relating to an identified or identifiable living person. Some examples of personal data are name, personal identification number, address and email address.

Controller

Responsible (controller) for the processing of your personal data is:

Again Technology AB
Kivra: 559260-9613
106 31 Stockholm
SE

hello@again.app

<https://again.app/>

You may always reach out to us with any questions, queries or requests on matters related to our processing of your personal data.

What information do we collect about you and what are our purposes and legal basis for the processing?

It is important to us that you are aware of what information we collect about you, how it is collected and for what purposes. You may directly or indirectly provide us with information about yourself when using the App, when visiting our website or when contacting us.

Please see the sections below to find out what personal data we collect about you, for what purposes and on what legal basis.

When using the App:

1.1 TYPE OF PERSONAL DATA

Name, personal identification number, e-identification number, postal code, phone number

1.2 PURPOSE

Provide the App and identifying you

1.3 LEGAL BASIS

Performance of our contract with you (to provide the App to you) and Again’s legitimate interest

2.1 TYPE OF PERSONAL DATA

Transaction history

2.2 PURPOSE

Validate you as a customer to companies and analyse purchase behaviour (only on aggregated and anonymized level)

2.3 LEGAL BASIS

Again's legitimate interest

3.1 TYPE OF PERSONAL DATA

Age range, gender, postal code, number of purchases done at companies

3.2 PURPOSE

Provide Again's clients with anonymised information about consumers

3.3 LEGAL BASIS

Again's legitimate interest

4.1 TYPE OF PERSONAL DATA

Age range, gender, postal code, range of purchases done at companies, average purchase amount, purchase frequency range, initial member date of the App, year of first purchase at a company

4.2 PURPOSE

Provide Again's clients with anonymized information about consumers

4.3 LEGAL BASIS

Again's legitimate interest

5.1 TYPE OF PERSONAL DATA

Age, gender, postal code, number of purchases done at companies, purchase amount range, purchase frequency, initial member date of the App, date since first purchase at a company

5.2 PURPOSE

Provide Again's clients with anonymized information about consumers

5.3 LEGAL BASIS

Consent

6.1 TYPE OF PERSONAL DATA

Survey responses

6.2 PURPOSE

Provide Again's clients with anonymized consumer opinions

6.3 LEGAL BASIS

Again's legitimate interest

When contacting us

7.1 TYPE OF PERSONAL DATA

Email address, phone number and other information you may include when contacting us

7.2 PURPOSE

Communicate with you and respond to inquiries

7.3 LEGAL BASIS

Again's legitimate interest

From where will personal data be obtained?

If you are a user of the App, you may directly or indirectly provide us with information about yourself in connection with your download and use of the App. We may also collect information about you from publicly available official registers. We will also receive information about your transaction history and e-legitimation identifier from external sources such as your bank or third party apps (for example Tink).

If you contact us or visit our website you may directly or indirectly provide us with information about yourself.

What happens if you do not provide Again with any personal data?

You are not obliged to provide us with your personal data. However, some personal data is necessary in order for the App and the website to function as you might expect. Our possibility of providing the App and/or all its functions to you will therefore be affected if you do not provide us with certain personal data. If you wish to contact us, for example by email, we need to process your personal data such as your email address in order for us to reply to you, meaning that you cannot contact us without providing any personal data.

How will Again share your personal data?

Other users of the App

If you take part in a contest, Again might share the initials of your first and last name to other users of the App, should you reach the leaderboard

Our service providers

Your personal data is shared with our service providers that process personal data on our behalf (processors). Our service providers are our IT and system suppliers and other suppliers providing us with services.

Our clients

Anonymized information about your survey responses, age, gender, postal code, number of purchases done at companies, purchase amount range, purchase frequency, date since first purchase at a company may be shared with Again's clients.

When sharing is required by law

We may disclose your information if we are required to do so by law or other legal process.

Where do Again process personal data?

We only process your personal data within the EU/EEA.

For how long will Again keep your personal data?

We never process your personal data for longer than permitted according to applicable laws. We will only keep personal data for as long as necessary to serve the purposes as described above under *“What information do we collect about you and what are our purposes and legal basis for the processing?”*.

If you are a user of the App, Again will keep your personal data for the time necessary to provide the App to you and to fulfil the purposes described above. If you cease all use of the App and delete all complete or partial copies of the App, or if you are inactive for one (1) year, Again will delete your personal data, unless necessary to fulfil the purposes described above.

If you visit our website, Again will keep your personal data for the time necessary to fulfil the purposes as described above.

If you contact us, Again will keep your personal data as long as necessary to be able to communicate with you in the matter at hand.

In some cases, we may save your personal data for longer than described above in order to fulfil legal obligations or if it is necessary to establish, enforce, or defend legal claims.

How do Again protect your personal data?

Again will secure that appropriate safeguards (legal, technical, and organisational measures) are in place which provide adequate levels of protection of your personal data as required by applicable data protection laws. This applies both internally at Again and externally when we transfer personal data to our service providers.

Your data protection rights

You are always welcome to contact Again by emailing us on hello@again.app if you have questions about our processing of personal data or if you wish to invoke your rights described below.

- You have the right to request information about the personal data processed about you by Again and access to such personal data.
- You have the right to request that Again correct erroneous or incomplete information about yourself.
- You have the right to request erasure of your personal data under certain conditions. In some cases, we must save your personal data owing to legal requirements or if we need to retain certain data in order to establish, enforce or defend a legal claim.
- You have the right to request restriction of the processing of your personal data meaning that you request Again to limit the processing of your personal data under certain circumstances.
- You have the right to object to Again’s processing of your personal data based on our legitimate interest.

- You have the right to data portability (transfer of your personal data to another controller) if Again's processing of your personal data is based on consent or contractual obligation and is automated.

You are also entitled to lodge a complaint with the Data Protection Ombudsman (Tietosuoja-valtuutetun toimisto) by sending an email to tietosuoja@om.fi, or other competent supervisory authority exercising supervision of the processing of personal data, if you have any complaints relating to our processing of your personal data.

Cookies

We use cookies when you visit our website. Read more about how we use cookies in our Cookie Information available <https://again.app/cookies>

Changes to the Privacy Notice

Again may make changes to this Privacy notice. Any such changes will be published on our website.

This Privacy Notice was last updated on Sep 16 2025.