Privacy Policy

Last updated October 2026

Who we are

OnBord Service AB (OBS) is responsible for the personal data described in this policy. It covers visitors to onbord.se and people who contact us or act as business contacts.

Company registration number: 559593-5056
Address: Björbäck 11, 312 98 Växtorp, Sweden
Email: hello@onbord.se
Website: onbord.se

What we collect

When you contact us, we collect the information you provide, such as your name, email address, company, role and message. A telephone number is optional. We also keep relevant correspondence and information about our business relationship. Please avoid sending sensitive personal data or information that is unnecessary for your enquiry.

Our website and hosting services process technical data needed to deliver and protect the site. This may include your IP address, browser and device information, pages requested, timestamps and error or security logs. The embedded Fillout form may also process technical connection data when it loads or is used.

We normally receive contact details directly from you. In business dealings, we may also receive professional contact details from your organisation or another person involved in the enquiry.

Why we use your data

Enquiries and business contacts: we use your details to answer questions, discuss our services and manage business relationships. Our legal basis is legitimate interests (GDPR Article 6(1)(f)): communicating with prospective clients, clients and partners and running our business. We weigh these interests against your rights and reasonable expectations.

Contracts: where you personally are a party to a contract, we use the data necessary to take steps you request before entering into it, or to perform it (Article 6(1)(b)). For representatives of corporate clients, the basis is normally legitimate interests.

Website operation and security: our legitimate interest is to provide a reliable website, prevent misuse and investigate technical or security problems (Article 6(1)(f)).

Bookkeeping: we process information required by Swedish accounting law to meet our legal obligations (Article 6(1)(c)).

Providing information through the form is voluntary. We need sufficient contact details and information about your enquiry to respond; without them, we may be unable to help. We do not use automated decision-making or profiling.

Who can access your data

Access within OBS is limited to people who need the information for their work. Our service providers process data on our behalf for the services below. They may use authorised subprocessors under their data-processing terms.

Hostinger hosts our WordPress website in Frankfurt, Germany, with backups in France, and processes technical visitor data and logs for hosting, operation and security.

Fillout (Restly, Inc., doing business as Fillout) provides our embedded contact form. Submissions are stored in Fillout. Notifications are sent exclusively to hello@onbord.se, a Google Group that delivers them to our founders, Jakob and Gabi. We have signed a data processing agreement with Fillout.

Google Workspace provides our business email and related storage and collaboration services, including handling enquiry notifications and correspondence. We have accepted Google's Cloud Data Processing Addendum.

Providers act as processors when handling personal data on our instructions. They may act independently for limited purposes of their own, such as managing their customer accounts or complying with law, as explained in their own privacy notices. We may also disclose information to authorities where legally required, or to professional advisers where necessary for advice or legal claims. We do not sell your personal data.

International transfers

Fillout stores submissions in the United States by default. Our Fillout agreement includes the European Commission's Standard Contractual Clauses (SCCs) for relevant transfers.

Google Workspace and our providers' support services and subprocessors may also involve processing or access outside the EU/EEA. Hosting the website and its backups in the EU does not mean that all processing stays there.

For transfers outside the EU/EEA, the applicable safeguards may include a European Commission adequacy decision or SCCs, with additional protections where required. Contact hello@onbord.se for details of the safeguards relevant to your data and how to obtain a copy.

Cookies and similar technologies

According to our website designer's confirmation, the site has no Google Analytics, Meta Pixel or other analytics or tracking tools, and no marketing or tracking cookies. Fillout is the only embedded third-party tool.

Technical cookies or similar storage may be used where needed for website or form functionality and security, depending on the configuration and how you use the site. This is not a claim that the site is entirely cookie-free. Any non-essential storage or access requiring consent must only occur after consent.

How long we keep information

Fillout submissions: completed enquiries, and entries no longer needed, are normally deleted within six months after completion or when the need ends. We review entries at least every six months.

Business contacts and email: inactive business contact information and related correspondence are generally kept for up to two years after the last meaningful contact. Information still needed for an ongoing relationship or contract is retained while that need continues. Deleting a Fillout entry does not automatically delete email notifications or correspondence; these follow this separate retention rule.

Accounting records: records containing personal data are kept until the end of the seventh year after the calendar year in which the relevant financial year ended, as required by Swedish accounting law.

Technical logs are retained only as long as needed for operation, security and investigating incidents, taking account of the provider's log settings. Relevant information may be kept longer where needed to meet a legal obligation or establish, exercise or defend a legal claim. Backup copies may remain until overwritten under the provider's backup cycle.

Your rights and how to contact us

You can ask for access to your personal data, correction of inaccurate information, deletion or restriction of processing. You can object to processing based on legitimate interests for reasons relating to your particular situation. Where applicable, you can receive data you provided in a portable format if processing is automated and based on consent or a contract. These rights have conditions and exceptions, including where we must retain records by law.

If we rely on consent for any processing, you may withdraw it at any time without affecting processing that was lawful before withdrawal. The enquiry and business processing described above does not normally rely on consent.

Write to hello@onbord.se to exercise your rights or ask a privacy question. We may need to verify your identity. We normally respond within one month; if a lawful extension is needed, we will explain why within that month.

You may complain to Integritetsskyddsmyndigheten (IMY), the Swedish Authority for Privacy Protection, at www.imy.se, or to the supervisory authority where you live or work in the EU/EEA. You do not have to contact us first.

Changes to this policy

We update this policy when our handling of personal data changes. The latest version and its update date are published on our website.

Short notice for the contact form

OnBord Service AB uses your details to respond to your enquiry. Your phone number is optional. Read our [Privacy Policy – insert link] for information about storage, recipients and your rights.