

Privacy Statement for customer feedback (Survicate)

At Visma Software AB, customer feedback is crucial for improving our services and your experience. This Privacy Statement outlines how we process your personal data when you submit feedback via Survicate.

We use Survicate to systematically collect feedback through micro-surveys, which may be sent via in-app, mobile, email, or a link. These surveys typically measure Net Promoter Score (NPS), Customer Effort Score (CES), or Customer Satisfaction (CSAT), and may include custom questions. A typical survey asks for a rating followed by an optional free-text explanation. Please note that you always have the right to decline a survey.

Roles and responsibilities

Visma Software AB is the Controller responsible for the personal data processed via the Survicate platform for the purposes outlined in this Privacy Statement. If you have questions about this processing, or wish to contact our Privacy department, please refer to the "Contact Us" section at the end of this Privacy Statement for complete contact details.

Purpose of the processing of personal data

The purpose of the processing of personal data is to manage your feedback. This includes registering your score or comments from the Survicate survey. We use this data to understand your needs better and inform you of any actions taken based on your feedback. We may contact you to clarify your feedback, follow up on your input, or request further feedback.

Categories of personal data processed

To process your feedback effectively, we collect data relating to your response, identity, and usage context. This data includes, but is not limited to, your score and comments, your username/ID and email address, the company name and country associated with your account, and the specific product or service you are using.

Legal ground for processing of personal data

Our legal basis for processing your personal data is our legitimate interest, cf. GDPR article 6 nr. 1 f). Our legitimate interest is to increase the quality of our products and services and deliver the best possible user experience. We use the feedback to develop

our products in the direction our customers want and to continuously improve overall quality.

We will not contact you if you do not respond to the survey, meaning you decide when your personal data is used. We also use your data to prevent the Survicate survey from appearing every time you log in, ensuring a smoother experience with our product or service.

Retention period for the processing of personal data

We will only process your personal data for as long as necessary to fulfil the purpose of processing mentioned above. Your personal data will be either anonymised or deleted at the latest 3 years after it was collected.

How your personal data may be shared

Within the Visma Group

To efficiently handle your feedback, we may share your personal data with other companies within the Visma Group to fulfill the purposes mentioned above.

Outside of the Visma Group

We may share your personal data with subcontractors or partners who act as processors on our behalf. When using processors, we enter into a Data Processing Agreement in order to safeguard your privacy rights. If processors are located outside the EU/EEA, we ensure legal grounds for such international transfers on your behalf, such as by implementing EU Model Clauses.

All feedback data collected within the Survicate platform is stored securely in EU data centers located in Ireland. You are welcome to request more detailed information on our processors by contacting us as described in the section "Contact us".

Your rights

You can invoke the following rights in relation to our processing of your personal data:

- **Access.** You have the right to request a copy of personal data we process about you.
- **Rectification.** You also have the right to request rectification of inaccurate personal data concerning you.

- **Deletion.** You can request deletion of personal data relating to you.
- **Restriction.** You may ask us to restrict the processing of your personal data
- **Portability.** You may ask us to provide you or others with your personal data in a structured, commonly used and machine-readable format.
- **Object.** You have the right to object to our processing of your personal data on the basis of legitimate interests or for direct marketing purposes. You also have the right to object to our processing of your personal data for the performance of tasks carried out in the public interests or in the exercise of official authority or based on legitimate interests.

Please note that there may be certain exceptions or limitations to the abovementioned rights which could apply depending on the specific circumstances of your situation. In such cases, we will provide you with detailed information about the applicable exception or limitation and help you exercise your rights to the fullest extent possible, in accordance with applicable laws and regulations.

Please use this [privacy request form](#) to file requests as mentioned in this section.

Finally, you also have a right to file a complaint to the data protection authorities with regards to our processing of your personal data.

Contact us

If you have any comments or questions about this Privacy Statement and our use of Survicate, or any privacy concerns, including regarding a possible breach of your privacy, please contact us by using the [privacy request form](#)

The Privacy Statement was last updated: 2026-02-25.