Privacy Policy

For monicor-wellness.com | Last updated: 19 September 2026

Data controller: Människans Resurser AB | Org. no. 556664-3796 | Sweden
Säbytorgsvägen 8 A 1302, 144 30 Rönninge | mail@mr-ab.se | +46 (0)8 33 49 08

1. About this Privacy Policy

This Privacy Policy explains how Människans Resurser AB ("we", "us" or "our") collects, uses, stores and shares personal data when you visit monicor-wellness.com, request information about MONICOR-MR, request the detailed brochure, book or request a personal online presentation, or otherwise contact us.

Människans Resurser AB is the data controller for the personal data described in this policy. MONICOR-MR is distributed by Människans Resurser AB.

2. Personal Data We May Collect

Depending on how you use the website, we may collect:

- Contact details you provide, such as your name, email address, telephone or WhatsApp number, country and preferred contact method.
- Inquiry details, such as whether you are interested in personal use or professional use, your request for a brochure or presentation, and any message you choose to send us.
- Correspondence and follow-up information when we communicate with you about your inquiry or a possible purchase.
- Technical and usage data, such as IP address, browser type, device type, approximate location derived from IP, referring page, pages viewed, and interaction data.
- Advertising and attribution data, such as information showing that a visit or inquiry followed an advertisement, where this is permitted by your cookie choices.
- Your cookie and consent preferences.

3. Please Do Not Send Sensitive Health Information

The website is intended to provide product and wellness information. We do not ask you to submit medical records, diagnoses, test results or other sensitive health information through ordinary forms or email. Please do not include such information in your inquiry unless we specifically ask for it through an appropriate channel and provide the necessary information about how it will be handled.

4. Why We Use Personal Data and Our Legal Bases

We may process personal data for the following purposes:

- To respond to your request, send the brochure you requested, arrange a personal online presentation, answer questions and take steps at your request before a possible purchase. The legal basis may be steps taken at your request before entering into a contract and/or our legitimate interest in responding to inquiries.
- To operate, secure and maintain the website and our business systems. The legal basis is our legitimate interest in providing a secure and functional service.
- To measure website usage and improve content. Where required, analytics is based on your consent.

- To measure advertising performance, attribute inquiries to advertising and optimise campaigns. Where required, this is based on your consent.
- To send newsletters or promotional messages when you have requested or consented to them, or where another lawful basis applies. You can unsubscribe from marketing at any time.
- To comply with legal obligations, maintain records and establish or defend legal claims where necessary.

5. Forms, Brochure Requests and Presentation Requests

When you submit a form on monicor-wellness.com, we use the information you provide to handle your request. If you ask for a personal online presentation, we may contact you by email or telephone to agree on a suitable time. If you request a brochure, we may send it to the contact address you provide.

Submitting an inquiry does not automatically subscribe you to general marketing. Where a separate marketing consent is requested, it is optional and can be withdrawn at any time.

6. Google Analytics, Google Ads and Conversion Measurement

Subject to your cookie choices, we may use Google services such as Google Analytics and Google Ads to understand website usage, measure advertising performance and determine whether an advertisement led to an inquiry or other relevant action.

We may use Google Consent Mode to communicate your consent choices to Google services. Where enhanced conversion measurement is enabled and permitted, first-party information may be transformed into a secure hashed form before being sent to Google for measurement purposes.

7. YouTube and Other Embedded Content

The website may contain embedded video or links to third-party services such as YouTube. These services may receive technical information when content is loaded or played, depending on your cookie choices and the provider's settings. When you leave our website or use third-party content, the third party's own privacy terms also apply.

8. Cookies and Similar Technologies

We use cookies and similar technologies for necessary website functions and, with your consent where required, for analytics and advertising. You can make or change your choices through the cookie banner or the Cookie Settings link on the website. For more detail, please see our Cookie Policy.

9. Who May Receive Personal Data

We may share personal data only when necessary with service providers and recipients such as:

- website hosting, form, email and IT service providers;
- customer communication or CRM providers used to manage inquiries;
- Google and other analytics or advertising providers, subject to your consent settings;
- video and embedded-content providers such as YouTube;
- our consent management platform used to record and apply cookie choices;
- professional advisers, accountants, authorities or courts where required by law or necessary to protect legal rights.

We do not sell personal data.

10. International Data Transfers

Some technology providers operate internationally. Personal data may therefore be processed outside the EU/EEA. Where this occurs, we rely on a lawful transfer mechanism, such as an adequacy decision, the EU Standard Contractual Clauses, or another mechanism permitted under applicable data protection law.

11. How Long We Keep Personal Data

We keep personal data only for as long as reasonably necessary for the purpose for which it was collected and to meet legal requirements. As a general approach:

- Inquiry and presentation-request data is kept for the period needed to respond, follow up and manage a possible customer relationship, after which it is deleted or minimised unless there is a lawful reason to retain it longer.
- Marketing contact data is kept until you unsubscribe, withdraw consent, object, or the data is no longer needed.
- Analytics and advertising data is retained according to our settings with the relevant service providers and your consent choices.
- Records required for accounting, tax, legal claims or other legal obligations are retained for the periods required by law.

12. Your Data Protection Rights

Under the GDPR and other applicable law, you may have the right to:

- request access to your personal data;
- request correction of inaccurate or incomplete data;
- request deletion of personal data in certain circumstances;
- request restriction of processing;
- object to processing based on legitimate interests and object at any time to direct marketing;
- receive certain data in a portable format;
- withdraw consent at any time, without affecting processing that was lawful before withdrawal.

To exercise your rights, contact us at mail@mr-ab.se. We may need to verify your identity before acting on a request.

13. Complaints

If you believe that your personal data has been handled incorrectly, you may contact us first so that we can try to resolve the issue. You also have the right to lodge a complaint with the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY) at imy.se, or with another competent supervisory authority.

14. Security

We use reasonable technical and organisational measures designed to protect personal data against unauthorised access, loss, misuse, alteration or disclosure. No method of transmission or storage can be guaranteed to be completely secure.

15. Children

The website and MONICOR-MR presentation service are intended for adults. We do not knowingly use the website to collect personal data from children for advertising or marketing purposes.

16. Changes to This Policy

We may update this Privacy Policy when our services, technology, legal requirements or data practices change. The date at the top of this document shows when it was last updated.

17. Contact

For privacy questions or requests, contact:

- Människans Resurser AB
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- Email: mail@mr-ab.se
- Telephone: +46 (0)8 33 49 08