

Privacy Notice

Adopted **July 1, 2026**, Version **1.0**

Summary of data protection at the Stockholm School of Economics

This **privacy notice** ("Privacy Notice") describes how the Stockholm School of Economics (SSE) processes personal data relating to the following stakeholders: suppliers, event participants, guest speakers, external guests and visiting researchers, prospective students, program and scholarship applicants, partners, alumni, donors, contractors, corporate contacts, job applicants, employment referees, visitors, and external users of library services, recruiters, affiliated coaches, for the purpose of:

- administering and managing applications, admissions, scholarships, recruitment processes, employment-related matters, partnerships, collaborations, contractual relationships, and other interactions with the Stockholm School of Economics;
- evaluating eligibility, qualifications, suitability, and selection in connection with admissions, scholarships, recruitment, appointments, and collaborations;
- organizing, facilitating, and administering educational activities, research activities, events, meetings, seminars, and other institutional activities;
- communicating with data subjects and maintaining relationships with students, alumni, donors, partners, suppliers, recruiters, and other stakeholders;
- providing access to premises, systems, digital platforms, networks, library services, and other resources made available by the Stockholm School of Economics;
- processing payments, donations, reimbursements, invoicing, accounting, and other financial and administrative matters;
- complying with applicable laws, regulations, reporting obligations, internal policies, and decisions by public authorities;
- maintaining the security, functionality, and integrity of the Stockholm School of Economics' premises, systems, services, and operations; and
- pursuing legitimate interests related to the development, evaluation, quality assurance, promotion, fundraising, and improvement of the Stockholm School of Economics' educational, research, and external engagement activities.

You can find information on how to contact us under the heading "**How to contact us**".

Privacy Notice – External Individuals

1. Background, scope and responsibility for personal data

This privacy policy ("Privacy Policy") describes how Stockholm School of Economics ("SSE") processes your Personal Data in the course of its operations. "Personal Data" means any information that can be directly or indirectly linked to a physical, living person.

In this Privacy Policy, we describe the situations in which SSE processes your Personal Data, the legal basis on which we rely, how we protect your data, and how you can exercise your data rights under applicable data protection legislation.

SSE is an independent data controller for stakeholder information that is registered and stored in central systems. SSE is also an independent data controller for the processing of personal data collected via website and in connection with processing for marketing and communication to you.

We process your Personal Data in the manner set out below in this Privacy Policy. We care about your privacy and comply with applicable legislation that aims to protect you as an individual. This Privacy Policy sets out the basis on which we process the Personal Data you provide to us. For some of our processes, there are also specific terms and conditions that you must agree to before use (for example, registration for SSE events).

If we make material changes to the Privacy Policy, we will notify you. You will always find our updated terms and conditions published on the Stockholm School of Economics' website.

2. Collection and processing of personal data

It is important to us that you feel safe with us. We always protect your privacy and take various measures to protect you as an individual. In this section, we describe how we collect and process your Personal Data.

What data do we collect?

Below is a description of how SSE processes your personal data.

Suppliers

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of personal data	Retention period
• Company/sole trader name • Company registration number • Contact person's name and email address • Banking information	Provided by the supplier for payment processing.	Contract (GDPR Art 6b)	Business Central, allabolag.se, Bankgirot, Bolagsverket, SYNA	Governed by contractual and accounting obligations (7 years per the Swedish Bookkeeping Act)

Contractors

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Retention period
• Name • Position • Company name • Phone number • Email address	Provided by the contractor to maintain necessary correspondence	Contract (GDPR Art 6b)	Data kept for the duration of the contractual relationship and deleted within 1 year after contract end

Event participants and guest speakers

Some SSE events are live-streamed or recorded for later distribution. By attending our events, you may appear in photos or video recordings where you may be visible or identifiable.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of Personal Data	Retention period
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• Name • Workplace • Email • Phone number • Food and accommodation	Provided by participants during RSVP	Legitimate Interest (GDPR Art 6f) To manage the event registration process, logistics, seating, communication	SSE Event team/organizing partner	General SSE events – 4 weeks. For alumni and donor events, deleted within 1 year after the event
• Allergies/dietary needs, special needs	Provided by participants during RSVP To ensure correct food provision/support provided	Legitimate Interest (GDPR Art 6f)	SSE Event team/meal supplier	4 weeks
• Photos of event participants and guest speakers • Videos from events	Taken by SSE for marketing purposes and for reporting purposes. Photos and video recordings are used to document the event and may be published on our website, social media channels, and other communication or promotional materials.	Legitimate Interest (GDPR Art 6f)	Captured and shared with external audio-visual and streaming providers for broadcasting and archiving the event.	Retained for marketing and documentation purposes as long as we need it; reviewed annually and deleted when no longer relevant

External guests and visiting researchers

When you visit SSE as an external guest, lecturer, or researcher, we collect your contact information, visit details, booking information (travel and hotel), a copy of your passport, bank details, and dietary preferences or allergies. This information is used to manage your registration and visit, arrange travel and accommodation bookings, and to process reimbursements and salary payments where applicable.

In doing so, SSE relies on contract or pre-contractual steps as a legal basis (GDPR Art 6b).

Where you receive compensation subject to Swedish SINK tax rules, we collect your social security number or tax identification number, nationality, passport details, and banking information in order to process salary transfers and fulfill our reporting obligations to Swedish tax authorities (Skatteverket).

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of Personal Data	Retention period
Contact information (name, workplace, email address, phone number), visit details, booking information (travel and hotel), passport copy, bank details, dietary preferences or allergies For SINK tax: social security number, tax identification number, nationality, passport details, banking information	Provided by the data subject via email, forms, or event booking system	Contract (GDPR Art 6b) – to manage registration, visit arrangements, travel/accommodation bookings, and reimbursements Legal obligation (GDPR Art 6c) – for SINK tax processing and reporting to Skatteverket	Tax authorities (Skatteverket), other universities (also outside Sweden) Where transfers occur outside the EU/EEA, SSE relies on standard contractual clauses / adequacy decision / other transfer mechanism as the basis for the transfer.	General contact and visit data: deleted within 1 year after the visit SINK tax data and travel bookings: retained for 12 months after the visit, then deleted within a further 12 months (total maximum 2 years)

Prospective Students

We store your name, email address, citizenship, address, country, intended start year, program interest, and optional event preferences directly provided by you or provided by third parties who you have given consent about sharing your information as well as fair organizers. This information is used for marketing purposes (e.g. invitation to recruitment events), student recruitment purposes (e.g. on-demand webinars), admissions and program management purposes.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Retention period
First name, last name, email address, citizenship, address, country, intended start year, program interest, optional event preferences	Directly provided by the data subject via CRM registration forms, or provided by third-party organizations with the data subject's consent	Consent (GDPR Art 6a) – for leads from third-party providers and fair organizers Legitimate Interest (GDPR Art 6f) – for marketing, student recruitment, admissions, and program management purposes	Erasure happens once a year

BSc, MSc, PhD Program and scholarship applicants. We use your name, email, gender, date of birth, citizenship, social security number, academic background, test results, CV, and motivation letter to assess and rank applications. SSE does not make solely automated decisions that produce legal or similarly significant effects on applicants. Admissions decisions are made by SSE staff, with test scores and academic records used as supporting criteria.

When you decline your spot, you are asked to take a decline survey. The information provided in the decline survey is used for understanding the reasons for decline and improving SSE's admission process.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of Personal Data	Retention period
Name, email, gender, date of birth, citizenship, second citizenship, mother tongue, SSE registration number, personal number, previous academic background, test results, CV, motivation letter For scholarship applicants: banking details, personal number	From the data subjects themselves via the admissions system; scholarship data from the applicants directly and banking systems	Public interest task (GDPR Art 6e) – grounded in the Swedish Higher Education Act (högskolelagen 1992:1434) Legitimate Interest (GDPR Art 6f) – for decline surveys to improve the admission process	None outside SSE for general admissions For scholarships: SEB, Handelsbanken, relevant foundations and donors (limited information shared)	MSc applications and student records: 4 years BSc applications and student records: 6 years PhD applications and student records: 7 years Scholarship bank details: deleted after payment is completed

Corporate contacts/partners

We use your name, work email address, work phone number, company name, job title, company location, company organization number, project number to manage invoicing and payment processing, maintain corporate relationships and send newsletters, to connect corporate partners with school units for mutual benefits.

We use your work email, name, work phone, company name, job title, company location, partnership tier for onboarding purposes.

We use agreement terms, start/due date, company name, signed primary contact, partnership tier to manage agreements and archive signed contracts.

We store in our CRM system notes when interacting with corporate partners in order to alleviate follow-up/communication processes with corporate partners.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Retention period
Work email, first name, last name, work phone number, company name, job title, company location, company organization number, project number, partnership tier, agreement terms, start/due date, signed primary contact; CRM interaction notes	Collected directly from the company representative during meetings, email correspondence, or signing of agreements; stored in the CRM	Contract (GDPR Art 6b) – for invoicing, payment processing, onboarding, and contract management Legitimate Interest (GDPR Art 6f) – for maintaining corporate relationships, newsletters, new business outreach, and fundraising communications	For the duration of the corporate partnership; deleted within 1 year after the partnership ends Contracts kept for duration of agreement plus up to 1 year after

Alumni & donors

Upon graduation from SSE, your academic information is stored in SSE's student database.

Your name, address, email number, and phone number are also stored in the Alumni CRM database. We use your information to invite you to events, to send you the Alumni Newsletter, to communicate with you about offers and services for Alumni, and to send you an alumni survey.

If you are a donor, we store your full name, reference, address, organization number, project number, email, and payment instructions to create requisitions and process project funding.

We use your full name, phone number, email address, agreed plaque name in order to name Aula chairs and send plaque details to the provider.

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number, email, payment instructions For Aula chair donors: full name, phone number, email, agreed plaque name				Aula plaque data: retained for as long as the plaque is displayed;
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Alumni – rankings and accreditation reporting

SSE participates in international rankings and accreditation processes, including the Financial Times rankings and EQUIS accreditation. In this context, we may share your name, email address with ranking organizations as well as submit your gender, nationality, and employment details to ranking organizations in an aggregated way or individually if audited. Participation in alumni surveys related to rankings is voluntary and survey responses may be shared with relevant ranking organizations. Data used for this purpose is based on legitimate interest in maintaining SSE's accreditation status and institutional reporting obligations.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of Personal Data	Retention period
Name, email address, gender, nationality, employment details; voluntary survey responses relating to career and employment	From student database, CRM and Placement Survey data; alumni surveys sent directly to alumni	Legitimate Interest (GDPR Art 6f) – to maintain SSE's accreditation status (EQUIS) and fulfill institutional reporting obligations (Financial Times rankings)	Financial Times (FT) – email addresses shared for ranking surveys EQUIS/EFMD – aggregated or individually if audited Ranking organizations	Kept for 5 years (FT auditing timeline and EQUIS cycle); placement survey data anonymized after 5 years

			where survey responses are shared	
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Job applicants

We use your name, contact details, CV, application data and attachments received via our Recruitment platform to evaluate job applications and maintain communication throughout the recruitment process.

We use your name, candidate ID, and recruitment test scores collected via our candidate assessment tool, to assess suitability for the role.

We use your name, social security number, background check results collected from public authorities within law for risk assessment and eligibility verification.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Retention period
Name, contact details, CV, application data and attachments via the recruitment platform	From the data subjects themselves via the recruitment platform and candidate assessment tool;	Legitimate Interest (GDPR Art 6f) – to evaluate applications, assess suitability, and conduct background checks	Recruitment platform: 2 years
Name, candidate ID, recruitment test scores (via assessment tool)	background check data collected from public authorities	Legal obligation (GDPR Art 6c) – for issuing employment contracts	Work-related tests : 1 year
Name, social security number, background check results (from public authorities)			References in the reference system: 2 years
			Background checks: within 30 days

Employment referees

We use your name, referee details, IP address, and reference responses to evaluate candidate's suitability for the role applied.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Retention period
Name, referee contact details, IP address, reference responses; personal number (if referee uses BankID for verification)	Referee details provided by the job applicant; reference responses collected directly from the referee via Refensa reference tool	Legitimate Interest (GDPR Art 6f) – to evaluate candidate suitability and safeguard the organization	2 years (in line with recruitment data retention in the reference system)

External users of library services

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of Personal Data	Retention period
For library borrowers and users: name, affiliation, email address, home address, social security number, phone number, transaction logs, notes/comments For chat support: email address and chat text/inquiries For external PhD students (course certificates):	Self-registration form for external library users; manual registration by library staff; data from SSE student/staff systems for enrolled users Chat inquiries via ZenDesk	Legal obligation (GDPR Art 6c) – SSE is required by law to provide library services and to issue course certificates and register results Consent (GDPR Art 6a) – for email follow-up	Library IT application vendors (Alma/PRIMO, Bibliotheca) For external PhD students: Program Manager for PhD Programs; administrators	External library users: records deleted after 2 years of inactivity Chat support (ZenDesk): 3 months

social security number, name, home address, email address, academic results/grades	External student data collected by email correspondence	PhD data by	via chat support (ZenDesk)	at external institutions (e.g. Stockholm University); the PhD student themselves	External PhD student course certificate data: deleted within 1 year after the certificate was sent
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Marketing

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of Personal Data	Retention period
First name, last name, email address, citizenship, address country, intended start year, program interest, communication preferences, subscription status	Collected through CRM registration forms, event sign-ups, newsletter subscriptions, and direct engagement with SSE's marketing channels (including social media)	Legitimate Interest (GDPR Art 6f) – for event invitations, collaboration updates, fundraising, and service communications Consent (GDPR Art 6a) – for direct email marketing campaigns and newsletters	Service providers (Symplify, Full Fabric)	Erasure happens once a year Social media direct messages: conversation history wiped once each semester

Camera surveillance at SSE

We use camera surveillance to ensure physical security on SSE premises. Surveillance is limited to common areas and building access points; individuals are informed by signage.

Personal Data that is processed	How Personal Data is collected	Legal Basis for the processing	Recipients of Personal Data	Retention period
Video footage – images of individuals present on or entering SSE premises	Captured automatically via video surveillance cameras on SSE premises; individuals informed by signage	Legitimate Interest (GDPR Art 6f) – to increase security and prevent/investigate theft, accidents, and criminal behaviour on SSE premises	Alta Aware (security system provider)	30 days

Handling of personal data in e-mail

In our daily work, we communicate with employees, students, partners, suppliers, and other contacts. Some of these contacts take place via e-mail. Below is a description of how we handle personal data that appears in e-mails.

Personal Data that is processed	Legal Basis for the processing
• Contact information (e.g. name). • E-mail address. • Unstructured data that the message may contain.	With regard to incoming e-mails, SSE has a legitimate interest in receiving and responding to messages. E-mails are retained until the matter to which they relate has been resolved, in accordance with SSE's records management policy. For the continued processing of personal data received by e-mail to SSE, the legal basis depends on the purpose to which the matter is linked.

Social media and online reviews

We may process your personal data when you communicate with us via our social media channel (e.g. Instagram) The purpose of the processing is to (a) be able to respond to your questions or complaints that you have written on social media, (b) monitor what is written about us and what reviews you leave about us, and (c) to be able to identify opportunities and also improve our Services. Direct messages are deleted after each semester.

It is possible to write your own content on our social platforms. Keep in mind that everything that is written on our pages will be available to everyone who visits our pages and that you should therefore be careful about disclosing your personal data on these platforms.

Please also read the respective Privacy Policy and Cookie Policy applicable to the social media platforms you use.

What are your data protection rights?

SSE would like to make sure you are fully aware of all of your data protection rights. Every individual is entitled to the following:

The right to access – You have the right to request copies of your personal data held by SSE. We will respond to your request within one month.

The right to rectification – You have the right to request that SSE correct any information you believe is inaccurate, and to request that we complete information you believe is incomplete.

The right to erasure – You have the right to request that SSE erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that SSE restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to SSE's processing of your personal data, under certain conditions. This right applies in particular where processing is based on legitimate interests.

The right to data portability – You have the right to request that SSE transfer the data we have collected about you to another organization, or directly to you, under certain conditions.

The right to withdraw consent – Where SSE processes your personal data based on your consent, you have the right to withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing carried out before the withdrawal.

The right to lodge a complaint – You have the right to lodge a complaint with the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY) if you believe that SSE's processing of your personal data is unlawful or does not comply with applicable data protection legislation.

However, there are exceptions to the right of deletion and portability due to archival obligations, ongoing academic appeals, or legal claims.

If you would like to exercise any of these rights, please contact us using the details in the “How to contact us” section below. We will respond to your request within one month. If your request is complex, or you have submitted multiple requests, we may extend this period by a further two months and will notify you accordingly.

Changes to our privacy notice

SSE keeps this privacy notice under regular review and will place any updates on this page.

This is Privacy Notice version 1.1, adopted 01-07-2026

We will inform you of any significant changes when required.

How to contact us

If you have any questions about this privacy notice, the personal data SSE holds about you, or you would like to exercise one of your data protection rights, please contact us:

Email: dpo@hhs.se

Address: Stockholm School of Economics | Box 6501 | SE-113 83 Stockholm

How to contact the appropriate authorities

Should you wish to report a complaint, or if you feel that SSE has not addressed your concern in a satisfactory manner, you may contact the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY)