BookBeat

Privacy Notice

2026-03-11



1 General

Your privacy is important to us. This privacy notice describes what personal data BookBeat processes about you when you register an account with BookBeat and when you use the BookBeat service ("Service") including:

- When you read and listen to e-books and audiobooks that have either been purchased within the Service or that are available at any given time through our subscription service
- when you purchase a gift card from us or browse the app or our website without having a registered account.

We also explain how, why, and on what legal basis your personal data is processed, as well as what rights you have in relation to us regarding your personal data.

We aim to provide you with a service that is as user-friendly and secure as possible. For this reason, we need to collect information about the device you use and certain statistics about your usage patterns. Our goal is not only to offer a wide range of content but also to make it easier for you to find books we believe you will enjoy. To highlight relevant books, our service is designed to provide personalized recommendations based on, among other things, what you have listened to, read, or purchased, as well as your interactions with the app and website.

If you wish to use a service that helps you discover books that may be of interest to you, BookBeat is a suitable choice. However, if you prefer not to receive such personalized recommendations, the BookBeat service may be less suitable for you. All our processing of your personal data is carried out in accordance with applicable laws and regulations, including the EU General Data Protection Regulation ("GDPR").

2 Responsibility for your data

BookBeat AB, company registration number 556560-4583 ("BookBeat", "we", "us"), is the data controller for the processing of your personal data. We will process your data in accordance with this privacy notice and applicable legislation. If you wish to contact us, you can find our contact details under the section "Contact us".

3 Data collected when you register your account and use the service

Identification data
First name, last name, user ID & account ID (generated by BookBeat, linked to your email), and if you choose so, date of birth (day, month, year). Provided by you at registration.

Contact details
Email address and if you choose so, your telephone number.

Provided by you at account registration, when buying gift cards, or when contacting support.

Customer support data
Additional information provided by the customer when contacting support.

Provided by you when contacting support.

Technical data
IP address, approximate geographic location, device type, device name, device ID, operating system, app version, app settings, Book title and ISBN, Encrypted password, Error codes, error logs, device authorization.

Collected during registration (IP, password) and through use of the Service.

Payment data
Payment method details (e.g. last 4 digits of card number, expiry date, IBAN if relevant), payment history (including free trial periods, periods without active subscription), payer account ID.

Collected during registration or a specific purchase.

Usage data
Reading and listening history, purchased and saved titles, ratings, bookmarks, favorite contributors/series, search history, button clicks, account/subscription choices (incl. “continue reading/listening” state), reviews, swift-reviews, preferred languages, book lists you create. Conclusions about your book preferences based on your usage, device orientation.

Generated by your, and potential profiles. use of the Service.

Marketing interaction data
Interactions with emails, in-app messages, push notifications, SMS messages, recruit a friend code.

Generated by interactions.

Survey responses
Answers you provide in surveys (e.g., when canceling a subscription).

Provided by you voluntarily.

4 Third parties we receive your data from

Sometimes we receive your personal data from third parties. These third parties include partners that help us provide the BookBeat service, process payments, deliver support, or manage your preferences.

See the table below for more information about the categories of third parties, why we receive data from them, and what categories of data are involved.

Verification partners
If you register for BookBeat using another company's account, such as your Google or Apple account, we receive certain information from that provider to create and manage your BookBeat account. BookBeat does not receive your Google or Apple password or any other information or access to services linked to those accounts.

Data we receive: Identification data, Contact data.

Registration and subscription partners
If you register for BookBeat through another company (for example a bundled offer or partner campaign), that company sends us the necessary information to create and manage your BookBeat subscription.

Data we receive: Identification data, Contact data.

Payment partners
When you pay via a payment provider (such as Adyen), we receive information to process your payments and administer your subscription. This can include confirmation of payment status, last 4 digits of your card, expiry date, IBAN (if relevant), payer account ID, and your payment history.

Data we receive: Payment information, and in some cases Identification data and Contact data.

Advertising and marketing partners
We may receive aggregated insights from advertising and marketing partners. These insights are the partner's own understanding of your interests and preferences, based on your interaction with BookBeat or similar services. This allows us to deliver more relevant advertising and marketing, and to measure the effectiveness of our campaigns.

Data we receive: Identification data.

5 How We Use Personal Data

We mainly process your personal data to deliver the Service including providing personalized recommendations based on your activity. We also use your data to provide customer support, send service updates, and information about new books and, where applicable, offers or campaigns. In addition, we may analyze usage patterns and feedback to improve the Service, as well as interactions with our emails, in-app messages, and push notifications. We process your personal data as follows.

Provide the Service

To deliver the BookBeat service to you, including enforcing the terms of service. This includes creating and managing your account, enabling reading and listening in line with your subscription or purchase, processing and administering payments (including free trial periods and reminders about expiring cards), managing gift card purchases and redemptions, providing personalized recommendations based on your reading and listening history, sending service-related updates and notifications (e.g. changes to terms, subscription status, technical notices).
Categories of data used: Identification, Contact, Payment, Technical, Usage.

Legal basis: Performance of a contract (Art. 6(1)(b)). Processing is necessary for us to deliver and manage the BookBeat Service according to our agreement with you.

Customer support

To investigate and resolve issues including troubleshooting. This includes investigating and resolving issues you report, troubleshooting technical problems (e.g. playback, login, device compatibility), processing error logs and technical data to identify fault, handling support tickets via our customer support platform (Zendesk).

Categories of data: Identification, Contact, Technical, Usage, Support data.

Legal basis: Legitimate interests (Art. 6(1)(f)). We have a legitimate interest in providing efficient customer support and maintaining service quality. When you have an agreement with us, processing may also be necessary to fulfil our contract with you (Art. 6(1)(b)).

Business operations & analytics

To understand how our Service is used and to understand usage trends and guide product development, including by producing aggregated analyses and usage statistics that help us make informed decisions. This includes, for example: analyzing user trends, such as listening

and reading patterns, peak usage times, and preferred book categories, in order to improve the catalog and user experience, generating anonymous statistics for internal reporting, forecasting, and planning (e.g. market insights, resource allocation, and product strategy).

Categories of data: Usage, Technical (primarily anonymized or aggregated).

Legal basis: Legitimate interests (Art. 6(1)(f)). We use aggregated or pseudonymized data to improve and develop our Service .

Marketing

To provide recommendations and offers based on reading/listening, based on your and similar users' reading and listening history, based on what you have stated you are interested in, based on your location, based on your use of the Service, your interaction with the Service and/or payment history.

Categories of data: Contact details, Usage, Payment, Marketing-interaction, Technical.

Legal basis: Legitimate interests (Art. 6(1)(f) GDPR). We have a legitimate interest in promoting our Service and providing relevant offers to users. Processing via cookies or similar technologies is based on Consent (Art. 6(1)(a)) where applicable.

Service improvement

Analyze and enhance the performance and functionality of the Service, develop new features, and improve user experience. This includes evaluating usage patterns, technical performance, and engagement with content, as well as conducting voluntary surveys and testing new or updated features.

Categories of data: Usage, Technical, Survey responses, Marketing-interaction.

Legal basis: Legitimate interests (Art. 6(1)(f)). We have a legitimate interest in analyzing and improving the Service to ensure functionality, quality, and relevance for our users.

Legal & contractual obligations

Respond to authorities, bookkeeping and process your choices regarding cookies, pixels, and similar technologies.

Categories of data: All data processed by BookBeat.

Legal basis: Legal obligation (Art. 6(1)(c) GDPR). Processing is necessary for us to comply with our legal obligations.

Security & fraud prevention

Maintain the security and integrity of the Service, prevent misuse of trial offers, detect and prevent fraudulent activities, and ensure secure transactions.

Categories of data: Technical, Usage, contact details, Identification, Payment (as needed).

Legal basis: Legitimate interests (Art. 6(1)(f)). We have a legitimate interest in maintaining the security and reliability of the Service.

Gift cards (purchase and redemption)
To enable the purchase, delivery, and redemption of BookBeat gift cards. For example: processing payments, sending confirmation emails, and, where applicable, linking the gift card to a recipient's account.

Categories used: Identification, Contact, Payment.

Legal basis: Performance of a contract (Art. 6(1)(b)) – Processing is necessary to fulfill our agreement when you purchase or redeem a gift card.

6 Information we may share

We sometimes share your personal data with carefully selected third parties. We only share what is necessary, and we ensure that each third party processes your data in line with our instructions and applicable data protection law. We share data for several reasons: to help us provide and improve the BookBeat service, to process payments, to send you communications, to optimize marketing, to comply with legal obligations, or to protect our rights.

Service providers
To provide, maintain, and improve the service, including troubleshooting, log/incident management, and performance. Relevant data may be shared with providers such as:

- Microsoft (Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Irland. moderbolag: Microsoft Corporation, One Microsoft Way, RedmondRIGHT 98052-6399, United States).
- Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (moderbolag: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States)

Categories of data shared: Identification data, Contact data, Technical data, Usage history, other data provided to customer support (as needed).

Customer service platform
To provide and manage customer support, including handling support tickets, troubleshooting, and enabling communication between you and BookBeat. Relevant data may be shared with providers such as Zendesk (Zendesk Inc., 989 Market Street, San Francisco, CA 94103, United States).

Categories of data shared: Identification data; Contact data; Technical data; Other data provided to customer support.

Communication and messaging

To send welcome/service information, updates, and (where permitted) marketing; to measure delivery/engagement (opens, clicks, time/place). Relevant data may be shared with providers such as:

- Mailchimp (The Rocket Science Group, LLC d/b/a Mailchimp, c/o Corporation Service Company (CSC), 2 Sun Court, Suite 400, Peachtree Corners, GA 30092, USA), and
- Braze (Braze, Inc., 63 Madison Building, New York, NY 10016, United States).

Categories of data shared: Identification data; Contact data; Technical data; Other data provided to customer support

Advertising and marketing platforms

To optimize digital marketing to you and to people with similar profiles ("look-alikes"), and to measure campaign effectiveness. Sharing only occurs to the extent required and in accordance with law (cookies/pixels based on consent). Relevant data may be shared with providers such as:

- Meta ("Facebook" and "Instagram": Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland (the parent company is Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, United States),
- TikTok (TikTok Tech, 2 Cardiff Lane Grand Canal Dock, Dublin, Ireland), and
- Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (moderbolag: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States)

Read more about cookies here: Cookies - BookBeat

Categories of data shared: Technical data (cookies/pixels), Usage history (in applicable parts), Interaction with messages; in some cases Contact data (for matching).

Payment partners

To process payments, administer subscriptions/purchases, send reminders about expiring cards, and prevent/handle payment fraud. Relevant data may be shared with providers such as:

- Adyen (Adyen N.V., Simon Carmiggeltstraat 6, 1011 DJ Amsterdam, Netherlands) and
- Paypal (PayPal Holdings, Inc, 2211 North First Street, San Jose, California 95131, United States).

Categories of data shared: Payment information (last four digits of card, expiry date, payment history/status, payer account ID), in some flows also relevant Contact/Identification data.

Consent and cookie management provider
To manage your cookie/pixel choices and retain consent receipts in line with applicable law. Relevant data may be shared with providers such as OneTrust (OT Technology Spain, Plaza De Pablo Ruiz Picasso 11 Madrid, Spain 28020, parent company: OneTrust, LLC, 1200 Abernathy Rd, Ste 600, Atlanta, GA 30328, United States).

Registration/partnership companies
If you sign up via another company (e.g. a partner bundle), we may share necessary data with that partner to activate and manage your subscription and fulfill other obligations e.g. so that you receive the points or discount you are entitled to according to the relevant campaign or partnership.

Categories of data shared: Identification data, Contact data (necessary information).

Publishers
To report compensation and provide content insights.

Categories of data shared: Usage data that is anonymized or aggregated and book reviews.

Authorities and other legal recipients
Where required to comply with law, court/authority orders, or to protect BookBeat's rights (e.g. in investigations). Shared only to the extent legally necessary. Relevant data may be shared with authorities such as police authority, tax authority, data protection authority

7 How long do we keep your data?

We do not retain personal data longer than necessary.

The basic principles are:

- We keep your data for as long as you have an active account/subscription. When your subscription is cancelled, your data is processed for another 24 months.
- If you have purchased books, your data is processed for 3 years after your last login.

At the same time, certain data must be stored for a longer period when required by law (e.g., accounting) or in order to establish, exercise, or defend legal claims.

Specific retention periods:

- Accounting and payment records: Retained for seven (7) years after the end of the financial year in which the relevant transaction occurred, to comply with statutory accounting and record-keeping obligations.
- Fraud prevention data (identification, contact and payment details): Retained for up to twelve (12) months after the customer account has been deleted, to detect and prevent repeated or fraudulent use of free trials or payment methods.
- Consent records (cookies, pixels and similar technologies: Retained for five (5) years from the date when the consent was given or last updated, to demonstrate compliance with requirements under applicable law.
- Customer support interactions: Retained for the period during which the customer account remains in the service, but for no longer than twenty-four (24) months from the date of the last contact with customer support, to enable effective follow-up and resolution of support matters.
- Purchase of gift cards: Storage of the purchaser's email address until the gift card is redeemed or expires.

8 Data is also shared outside the EU

Your personal data will also be processed by companies outside the UK or EU that we have used to provide services for us, which we need to carry out the processing of personal data described in this privacy notice. The countries outside the UK or EU where your personal data is processed don't always offer the same high level of protection for your personal data as is offered within the UK or EU. However, we ensure that your personal data receives a high level of protection and we only transfer data to companies that offer a high level of security for your personal data and provided one of the following requirements has been met:

- The country in which the processing takes place offers an adequate level of protection according to the European Commission and/or the UK government (as applicable);
- The company that processes the personal data has entered into the European Commission's model clauses and/or UK International Data Transfer Agreement or UK International Data Transfer Addendum (where applicable) with us.

If you would like to know more about which countries and companies we share personal data with, and which of the above mechanisms we rely on to ensure a high level of protection for your data, please contact us.

9 Security of Your Personal Data

We have implemented a range of technical and organizational security measures to protect your personal data from unauthorized access, use, or disclosure. For example, we ensure that only authorized personnel have access to personal data. We also use firewalls, encryption, passwords, and antivirus software to safeguard your information.

In addition, we have established routines to prevent security threats and to act swiftly in the event of a security incident involving the personal data we process.

10 Cookies

We use so-called cookies (small text files placed on your device or application) to provide our website, application, and Service, and to facilitate the collection of data. We may use cookies to store your preferences, simplify login, deliver targeted advertising, and analyze campaigns as well as website and application activities. For more information on our use of cookies, see the website Cookie Notice and the in-app Cookie Notice. The notices differ and apply specifically to their respective platforms.

11 How you can access and control your personal data

You can view and update your personal data online via our website bookbeat.com or through our app. If you log in to your account, you can:

- View and update your name and email address. You can also change your password.
- View the status of your subscription, how long it is valid, when the next payment will be charged, and your subscription history.
- View and change the payment method used for your subscription fees.
- View information about when you paid your subscription or purchase fees and access your payment receipts.
- View which devices you use the service on. The name of the device is the same as the name you have set in the settings of that device. If you wish to change the name of the device(s) you use with the service, you do so directly in your device settings, outside of BookBeat's website/app.

12 Your Rights

You have certain statutory rights in relation to your personal data, which you can exercise by contacting us. Below, we describe your rights and how you can exercise them. To enable us to process your request, it is important that you can verify your identity. When we receive a request from you to exercise any of your rights, we will handle your request in accordance with applicable data protection legislation.

Please note that even if you object to certain processing of your personal data, we may continue to process your data if it is necessary, for example, to comply with our legal obligations or to fulfil our contract with you.

It is free of charge for you to exercise your rights. However, we reserve the right to charge a reasonable fee or to refuse to comply with your request if it is manifestly unfounded or excessive. We will act on your request without undue delay and respond to you within one month. If your request is complex, we will inform you within that month if it will take longer to process.

Most of your rights can be exercised by contacting our customer support. You can reach BookBeat's customer support by clicking here, or by using any of the other contact options available under "Contact us."

Right of Access

You have the right to obtain information from us about the processing of your personal data. This means that you have the right to know whether we process personal data about you, which personal data is being processed, for what purposes, to whom your data is disclosed, how long it is stored (or the criteria used to determine that period), and what rights you have. If we process your data based on our legitimate interest, you also have the right to receive information about how we have assessed that our legitimate interest outweighs your privacy interests.

Right to Rectification

If your personal data is incorrect or incomplete, you have the right to have it corrected or supplemented. We will, either upon your request or on our own initiative, correct any data that is found to be inaccurate.

Right to Erasure

You have the right to request that your personal data be erased if the data is no longer necessary for the purposes for which it was collected, if you object to processing based on legitimate interest and your privacy interest outweighs our legitimate interest, if the data has been processed unlawfully, or if we are legally obliged to erase the data.

Please note that we may deny your request for erasure if the processing is permitted or required by applicable law, or if it is necessary for us to fulfil a legal obligation or a contract with you.

Right to Restriction of Processing

You have the right to request that the processing of your personal data be restricted if the data is inaccurate, if the processing is unlawful but you oppose erasure and instead request restriction, if the data is no longer needed for the purposes for which it was collected but you require it for the establishment, exercise, or defence of legal claims, or if you have objected to processing based on legitimate interest while we assess whether our legitimate interest overrides your privacy interest.

Right to Object

You have the right to object to our processing of your personal data based on legitimate interest (for example, for profiling or marketing purposes).
In such cases, we may no longer process the personal data unless we can demonstrate compelling legitimate grounds that override your interests, rights, and freedoms, or if the processing is necessary for the establishment, exercise, or defence of legal claims.
If you object to processing for direct marketing purposes, we will no longer use your personal data for that purpose.

Right to Data Portability

You have the right to receive your personal data that you have provided to us in a structured, commonly used, and machine-readable format, and you have the right to transfer this data to another data controller if both of the following conditions are met:
(i) the processing is based on a contract with you, and
(ii) the processing is carried out by automated means.

13 How to Exercise Your Rights

If you wish to exercise any of your rights, you can do so in the following ways:

- Rectification: You can update your name, email address, password, and payment details directly by logging into your account.
- Objection to processing: You can object to certain processing (e.g., receiving marketing emails) by clicking the unsubscribe link in the email. For other objections, please contact our customer support.
- Data portability: You can access your information for data portability by logging into your account.

- Erasure or restriction of processing: Contact our customer support or you can delete your personal data at any time via your account page under “My data”.
- Access to your personal data: Contact our customer support or send an email to privacy@bookbeat.com.

14 Right to Contact or Complain to a Supervisory Authority

You have the right to lodge a complaint with the relevant data protection authority in your country. The relevant data protection authority in the UK is the Information Commissioner’s Office (ICO). You can contact the ICO at: www.ico.org.uk. You may always contact Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten) at www.imy.se.

15 How to contact us

Data Controller: BookBeat AB, Reg. No. 556560-4583
Data Protection Officer (DPO): privacy@bookbeat.com
Postal address: BookBeat AB, DPO, Box 3159, 103 63 Stockholm, Sweden.
Subscription support: support@bookbeat.com

16 Changes to this notice

We may update this Privacy Notice to reflect legal, technical, or business changes. We will publish updates on our website and, for significant changes, also inform you via your registered email address or through the app. The “Last updated” date at the top will change accordingly.