CTF Privacy Notice

1 Preamble

Challenge the Fabric (CTF) is a cross-industry initiative hosted by Ekman Group and organized with the Swedish Fashion Council with the aim to connect the supply chain of man-made cellulosic fibres (MMCF). Together with partners from the forest, textile, and fashion industries CTF wants to accelerate the dialogue about man-made cellulosic fibres (MMCF) as an alternative to fabrics from non-renewable or other resource-intensive materials.

We want to highlight the potential of the MMCF portfolio and invite industry members to identify barriers to growth and to take collective actions that will result in meaningful impacts.

Companies are, through their association with Challenge the Fabric, offered various collaboration opportunities. In connection with these opportunities, we may process personal data.

The CTF Privacy Notice is information to you, as a private person and a CTF event participant, CTF Network member, recipient of CTF communications, or business partner, and describes what personal data is processed, how and for what purpose, as well as your personal rights (EU only).

2 Data Controller

Challenge the Fabric AB, registration number 559162-3839 (part of Ekman Group)
P.O. Box 230, 401 23 Gothenburg, Sweden
Polhemsplatsen 5, 411 11 Gothenburg, Sweden
E-mail address: ctf@ekmangroup.com

3 Context of Personal Data Processing

Registration and signing up for events and newsletters (including expressed interest in offers, services, previous use of services, participation in events, or initiated contact), as well as being or becoming a business partner to CTF entails processing of personal data.

4 Categories of Personal Data Subjects

a) Event participants.
b) Recipients of newsletters and other communications (direct marketing via e-mail, text message and other digital channels such as social media, direct marketing from partners, production of event material for marketing purpose).
c) Business partners and potential business partners.
d) CTF Platform members and potential non-member/external contributors to the CTF Platform.

5 Sources of Personal Data

a) Event participant application and registration form, and potentially photography, video, and sound recordings from the event.

b) Newsletter sign-up form (including checked box on event registration).
c) Business partners and potential business partners/Contracts, Internet, Credit reporting firms, Due Diligence research tools.
d) CTF Platform member registration forms and potential additional communications upon onboarding.

6 Personal Data Processed

a) Name, email, phone number, title (based on the information on the registration form) and potentially photography, video, and sound recording from the event.
b) Name, email, title.
c) Name, email, title, company name, IP-address, and possibly tax id number and date of birth.
d) Name, email, title, LinkedIn page, user biography and potential profile picture. Users may also share other personal data on a voluntary basis in text, images or files as part of the user-generated content made available on the Platform.
CTF cannot access the contents of Private Chats. Limited information related to Private Chats such as timestamps, sender and recipient identifiers and delivery status may be processed.

7 Purpose of Processing of Personal Data

a) Administration of event application and registration (including food allergies and special dietary needs), communication before and during the event, administration of invoicing and payment of event fees and other services, follow-up and evaluation of an event. Photography, video and/or voice recordings may be used for marketing purposes in CTF's channels.
b) Communication regarding upcoming events and other business and industry news.
c) To conduct business and manage business partner relations, including due diligence as part of trade compliance regulations.
d) To onboard new and administrate existing CTF Network member accounts, to display and moderate user-generated content to keep the CTF Network safe and appropriate, to ensure Private Chat and Action Group functionality, invoice administration and to conduct necessary due diligence as part of trade compliance regulations upon onboarding.

8 Legal Basis for Processing of Personal Data

a) Contract, legitimate interest (to administer the event), voluntary/consent.
b) Voluntary/consent.
c) Contract, pending contract, legitimate interest (conduct business), international trade compliance laws.
d) Contract (to provide core CTF Network functionalities), legal obligations including international trade compliance laws, legitimate interest (content moderation).

9 Recipients/Category of Recipients of Personal Data

a) Event administrators such as Trippus AB and the Swedish Fashion Council (Sweden and Switzerland).
b) Communications administrators (Sweden and Switzerland).

c) Companies within the Ekman Group, Credit insurance companies, auditors and others to fulfill business obligations, follow legal requirements and conduct business, and only when necessary and lawful.
d) Companies within the Ekman Group and technical website administrators.

10 International Transfer of Personal Data

a) Event participants' personal data may be transferred to Switzerland (for administrative purposes).
b) Newsletter and communication receivers' personal data may be transferred to Switzerland (for administrative purposes).
c) Business partners' personal data may be transferred internationally where necessary to conduct business and on a legal basis.
d) CTF Platform members' personal data may be transferred to Switzerland for administrative purposes.

11 Period Data is Kept

a) Event participants' personal data will be kept for two (2) years after the event. Any submitted evaluation related to an event is kept for a period of three (3) years. Photos/videos and/or voice recordings will be kept and potentially used for five (5) years, when it will be re-evaluated.
b) Personal data related to newsletter and communications recipients will be kept until communications are no longer wanted (opt-out is available at any time), or two (2) years after latest activity (by activity means use of our services, participation in our events, contact or otherwise expressed interest in our services).
c) Business partners' personal data will be kept per contract, per accounting, tax or business and compliance laws or per legitimate interest.
d) Personal data related to CTF Platform members will be kept as long as the subscription is active, or maximum 6 months after the subscription has expired or been terminated by the member.

12 Right to Access, Rectification, Erasure, Restrict Processing and Object to Processing of Personal Data (EU Only)

As a private person in the EU you have many rights regarding your personal data which is collected and stored. In summary, these include:

a) the right to **transparency** and **access** with respect to the personal data that is stored and processed
b) the right to **corrections** of any mistakes in the personal data and **erasure** in certain situations
c) the right to **restriction of processing** in certain circumstances
d) the right to **object** at any time to processing of personal data concerning you that is carried out based on our legitimate interest and you have specific reasons to object to such processing.

Forms for the above requests are available via GDPR@ekmangroup.com.

13 Right to Portability (EU Only)

The right to data portability, i.e. to receive personal data collected about you in a structured, commonly used and machine-readable format.

Form for the above request is available via GDPR@ekmangroup.com.

14 Right to Lodge Complaint with a Data Protection Authority (EU Only)

Supervisory authorities in each EU country will monitor the processing of personal data in accordance with the GDPR and complaints should be lodged directly with them.

Further information can be found at the bottom of this Privacy Notice.

Before any complaint is lodged with the DPA, the local Ekman Personal Data Protection Administrator, as well as the Ekman Personal Data Protection Control Group, should be contacted at GDPR@ekmangroup.com.

15 Right to Compensation in Case of a Breach (EU Only)

As a private person in the EU, you have the right to claim compensation for damages caused by any potential breach of data protection legislation.

16 Security Measures

Technical and organizational measures have been implemented to protect personal data against accidental or unlawful destruction, accidental loss, alteration, unauthorized disclosure or access and against all other unlawful forms of processing. These measures include, but are not limited to, the Ekman Personal Data Protection Policy, GDPR training of personnel, Whistleblowing service, IS/IT policies, The Ekman Personal Data Protection Control Group, internal audit function, Personal Data Protection Agreements (GDPR) with vendors/processors, GDPR instructions and Q&A for our personnel, consent forms, and other controls which might include passwords, backups, encryption, locks etc.

17 Questions and Concerns

If you have any questions or concerns regarding protection of your personal data, please contact GDPR@ekmangroup.com. We will make every effort to resolve any concern you may have.

This Privacy Notice is also found at:
https://challengethefabric.com/

Gothenburg, April 2026