

Privacy policy

Superintelligent Group AB · company reg. no. 559213-4836 · Effective from 29 October 2026

This policy describes how we process personal data when you visit our website, play The Superintelligent Game, use the AI debt calculator, book a meeting, take part in an AI interview or are otherwise in contact with us. We only collect what we need, and we never sell your data.

1. Controller

Superintelligent Group AB (company reg. no. 559213-4836) is the controller for the processing. The contact person for data protection matters is Thomas Dalebring, founder.

Email: hello@superintelligent.se

2. The data we process

Category	Examples
Contact details	Name, company, email address and, if you choose to provide it, mobile number.
Answers in the game	Type of organisation or industry, the role you chose, your answer options to the game's questions, whether you took the shortcut through the pipe, how long the game took and whether you played in Swedish or English, so that the recap is sent in the same language.
Meeting bookings	What you enter when you book a meeting through Microsoft Bookings, for example name, email and time.
AI interviews	Voice recording, transcript and summary from interviews with employees of our clients. See section 4.
AI use at clients	Statistics on how a client's AI licences are used in the client's own platform, when the client asks us to follow up on it. See section 4.
Communication	Emails and notes from calls and meetings with us.
Technical data	IP address and browser information recorded in server logs at our hosting service, at Vimeo when a video is shown and at unpkg and ElevenLabs when you open the AI interviewer.

Your answers in the game are about your organisation, not about you as a private individual. The AI debt calculator calculates entirely in your browser, and what you enter there is not sent to us. We never ask for sensitive personal data.

3. Why we process the data and on what legal basis

Purpose	Legal basis
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Sending a recap of your answers in the game and getting in touch to offer a follow-up conversation, which you have asked for by sending the form.	Legitimate interest (Art. 6(1)(f) GDPR) in responding to your request and following up a business contact.
Booking, preparing and carrying out meetings and assignments.	Steps prior to entering into a contract and performance of a contract (Art. 6(1)(b)).
Carrying out AI interviews with a client's employees, as the basis for a mapping by role.	Legitimate interest (Art. 6(1)(f)). See section 4.
Sending you relevant information about our services and training in your professional role.	Legitimate interest (Art. 6(1)(f)). You can opt out at any time.
Bookkeeping and invoicing if we do business.	Legal obligation (Art. 6(1)(c)).
Security and operation of the website.	Legitimate interest (Art. 6(1)(f)).

We make no automated decisions about you. The recap you receive by email after the game only repeats the answers you gave yourself and the comments that were shown in the game.

4. AI interviews with employees

When a client engages us for an in-depth mapping, the client's employees may be invited to a voice interview with our AI interviewer. We are the controller for the interviews. Taking part is voluntary, we do not ask for names or email addresses, and the client only receives a summary by role, never what an individual has said. The audio is deleted after 30 days and the transcript is kept for no more than two years. The interview is open to everyone, but conversations that do not belong to a client assignment are not used and are deleted within 90 days.

All information about the interviews, including suppliers, transfers and how to exercise your rights, is in [About the AI interview](#).

Following up AI use. When a client asks us to, we follow up how the client's AI licences are used in the platform the client already has, for example Microsoft or Google, before, during and after our assignment. The client is the controller for those statistics, and we process them on the client's behalf and in accordance with our agreement with the client. We report by group and role. Follow-up by person only takes place if the client has decided on it and informed its employees.

5. How long we keep the data

- Leads that do not result in continued contact are deleted no later than 24 months after the last contact.
- Data about clients is kept for as long as the agreement applies and then for no more than 24 months.
- Recordings from AI interviews are deleted after 30 days. Transcripts are kept for no more than two years, or no more than 90 days if the conversation does not belong to a client assignment.
- Accounting records are kept for seven years in accordance with the Swedish Bookkeeping Act.
- Server logs are kept in accordance with each supplier's terms, normally for no more than 90 days.

6. Who has access to the data

The data is only used by us at Superintelligent. We engage suppliers who process data on our behalf (processors) under data processing agreements:

- **Microsoft** (Microsoft 365, Teams, SharePoint, Bookings and Power Automate), where form answers and bookings are received, stored and passed on. Microsoft stores our data within the EU in accordance with the EU Data Boundary.
- **Cloudflare** (Cloudflare Pages), which provides the website, manages the domain and records technical logs. Cloudflare processes IP addresses and technical information about the request in order to deliver the page and protect against attacks.
- **ElevenLabs**, which provides the AI interviewer and records and transcribes the interviews, using a language model from a subcontractor (currently OpenAI).
- **Anthropic** (Claude), which we use in our work, among other things to compile AI interviews. Anthropic does not use the data to train its models.

The videos on the website are shown through **Vimeo**. When a page with a video loads, your browser sends technical information, including your IP address, to Vimeo. We have enabled Vimeo's setting not to track visitors. Vimeo is itself responsible for the technical processing in its player.

The AI interviewer on the interview page is only loaded when you press the button. It is then fetched from **unpkg** and **ElevenLabs**, and the picture from Google Cloud Storage, which means your IP address is sent there. Read more in our [cookie policy](#).

We do not disclose data to others unless we are required to by law.

7. Transfers outside the EU/EEA

We aim to process data within the EU/EEA. When a supplier processes data outside the EU/EEA, for example Cloudflare, Vimeo, unpkg, ElevenLabs, OpenAI and Anthropic in the US, this is done on the basis of the European Commission's decision on the EU-U.S. Data Privacy Framework or the European Commission's standard contractual clauses.

8. Your rights

You have the right to:

- know what data we hold about you and receive a copy (access),
- have incorrect data corrected,
- have data erased,
- request that processing be restricted,
- object to processing based on legitimate interest, including direct marketing,
- receive data you have provided in a machine-readable format (data portability).

Email hello@superintelligent.se and we will reply within one month.

9. Complaints

If you are unhappy with how we process your data, you can lodge a complaint with the Swedish Authority for Privacy Protection (IMY), www.imy.se. We would appreciate it if you contacted us first, so that we can put it right.

10. How we use AI

We are an AI company and use AI in our work. The game and the calculator contain no AI. Our AI interviews are conducted by an AI system, and this is always said at the start of the conversation. The voice in the interviews is an AI copy of Thomas Dalebring's voice, which is also said. We do not use AI to assess or make decisions about individuals, and we never use AI to interpret emotions.

11. Cookies and choice of language

The website sets no cookies. If you choose a language, the choice is saved in your browser and never sent to us. Read more in our [cookie policy](#).

12. Changes and language

We may update this policy. The latest version is always available through the link on the website, and the date at the top shows when it was last changed.

This is a translation of our Swedish privacy policy, [Integritetspolicy](#). If the versions differ, the Swedish version applies.