

Privacy policy

25.10.2021

Customer register

Controller

MT Mediateko Oy (2231129-9)
Kauppakatu 12
70100 Kuopio

Contact person for matters concerning the register

Annika Kettunen 0400 236 337 annika.kettunen@mediateko.fi

Legal basis and purpose of processing personal data

The purpose of the register is the maintenance of the customer register of MT Mediateko Oy, the management, archiving, and processing of customer orders, and customer relationship management. The data may be used for operational development and statistical purposes, and to produce more personalised, targeted content for our online services. Personal data is processed within the limits permitted and required by the GDPR. The data in the register may be used in the organisation's own registers, for example for targeted advertising, without disclosing personal data to third parties. The organisation may use this information to maintain customer and service relationships partners, in which case parts of the register data may be transferred to the partner's servers due to technical requirements. Processing of data is only for the purposes of maintaining the controller organisation's customer relationship with the customer, in accordance with the technical interfaces. The legal basis for the processing is a contract.

Legitimate interest ground

The legal basis for processing is a contract.

Categories of personal data concerned

Name, organisation represented, contact details, billing information

Recipients and categories of recipients

The controller's staff and outsourcing partners (financial management), where applicable

Consent

Data content of the register

The legal basis for processing is a contract. The personal register contains the following data: - First and last name of the person - Organisation represented - Title in the company - E-mail address - Postal address - Telephone number - Marketing authorisations - Web address - IP number - Details of previous orders - Other textual information relating to the customer.

"Other textual information" may include customer-related information collected before or during the start of a potential customer relationship:

- Information about future events (e.g. future actions, meetings)
- Historical information (e.g. meeting notes, quotations)

Regular sources of information

Information is obtained from customer registrations and from notifications made by the customer during the customer relationship. Updates of name and contact information are also obtained from authorities and companies providing update services. We also use social media channels. Information may also be obtained from subcontractors related to the use or provision of the service. Other customer activities in the digital information may be obtained from partner websites, information systems, or other digital sources that are accessed through an electronic invitation (link), using cookies or using the identifiers provided to customers.

The information in the customer register is only available to the organisation, except when using an external service provider, either to provide a value-added service or to support a credit decision. The information is not disclosed outside the organisation or to its partners, except for matters relating to a credit application, collection or billing, and where required by law. Personal data will not be transferred outside the European Union, unless this is necessary for the technical implementation of the data controller or its partners, to ensure technical implementation for the recipient. The personal data of the data subject will be destroyed by the user at the request of the data subject, unless the deletion is prevented by law, outstanding invoices, or recovery measures.

Retention period of personal data

Data will be retained for 10 years after the end of the contract.

Regular disclosures of data

The information in the customer register is only available to the organisation, except when using an external service provider, either to provide a value-added service or to support a credit decision. The data will not be disclosed outside the controller or its partners, except for matters relating to a credit application, collection or billing, and where required by law. The personal data of the data subject will be destroyed by the user at the request of the data subject, unless the deletion is prevented by law, open invoices, or recovery measures.

Transfer of data outside the EU or EEA

Personal data will not be transferred outside the European Union unless this is necessary for the organisation or for technical implementation by the organisation or its partner.

Principles for the protection of the register A: Manual data

Contact data collected in customer transactions and other manually processed data documents containing customer data are stored, after initial processing, in locked and fireproof storage facilities. Only with the consent of the designated persons, only employees who have signed a confidentiality undertaking are authorised to process manually stored customer data. The protection and processing of data in the register is governed by the provisions and principles of the Data Protection Act, the regulations of the authorities, and good data processing practices.

Principles for the protection of the register B: Electronic data

Only certain employees of the organisation and of companies acting on its behalf are entitled to have the right to access and maintain the customer and client register. Each designated user has their own personal username and password. Each user has signed a confidentiality undertaking. The system is protected by a firewall, which protects against external access to the system. The data in the register data is protected and processed in accordance with the provisions and principles of the Data Protection Act and good data processing practices.

Cookies

We use cookies ("cookies") on our website. A cookie is a small file stored on a user's computer. Cookies do not harm the user's computer or files. The primary purpose of using cookies is to improve and personalise the visitor's experience on the site and to analyse and improve the use of the site's functions and content. The information collected using cookies may also be used for the targeting of communications and marketing, and to improve the effectiveness and optimisation of marketing measures. Cookies alone do not enable visitors to be identified. Cookies can, however, be linked to the user's identity in another context, such as when a user fills in a form on our site.

Cookies are used to collect the following information:

- the IP address of the visitor
- the time of visit
- pages browsed and page viewing times
- the visitor's browser

Your rights

When visiting our website, the user has the possibility to block cookies at any time by changing the settings on their browser. Most browser software enables you to disable the cookie function and to delete cookies already stored. Cookies may affect the functioning of the site.

GOOGLE ANALYTICS

The website collects usage statistics for Google Analytics, which is used to monitor, improve, and plan marketing for the site. Data collected cannot be traced back to an individual user or person.

HUBSPOT enables Mediateko Ltd to develop the content of its websites. The cookie is used to track information about the activities of persons who have submitted contact details on forms on the website, such as which pages the person reads. In addition, the site uses Google Analytics Demographics, which is used to collect target group and subject data such as the user's age, gender, and subject areas. This information is used to identify the user's preferences. You can change the settings for the collection of these data by accessing your Google account at <https://www.google.com/settings/ads>.

Cookie management and deletion

You can change the settings for cookies in your browser settings. You can block or disable the cookies set by Mediateko Ltd, and cookies from another website. You can also set your browser to ask you whether you want to block a website or a cookie. You can set a browser to set a cookie for you whenever a website wants to store a cookie. Please note that if you block cookies, our online service may not function correctly in all respects. More information on cookies can be found at

www.aboutcookies.org. Google Analytics tracking can be disabled, if you wish, using the Chrome browser add-on.

Automatic processing and profiling

Right of access, meaning the right of access to personal data

The data subject has the right to check what information about them is in the register. A request for consultation must be made in writing by contacting the contact person for the register by e-mail to annika.kettunen@mediateko.fi. We will respond to a request at the latest within 3 weeks of the request being made. The right of access is free of charge up to once a year (12 months). The request for inspection must be signed or sent from a verifiable e-mail address. The data subject has the right to object to the processing and disclosure of their data for direct mail, distance selling and direct marketing purposes, market research, and public opinion polling, by contacting the customer service point of the controller.

The right to transfer data from one system to another

The data subject has the right to transfer their data from one system to another. A transfer request may be addressed to the contact person for the register.

Right to request rectification of data

Information in the register that is inaccurate, unnecessary, or incomplete for the purposes of the processing, or that is outdated, must be corrected, erased, or completed. A request for rectification must be made in writing, with an original signature, or sent from a verifiable e-mail address, to the controller of the register the customer service of the organisation holding the record. The request should specify what information is required to be corrected and on what grounds. The correction will be carried out without delay. On correction of the error, the person from whom or to whom the incorrect information was received or disclosed shall be informed.

In the case of a refusal of a request for correction, the person responsible for the register shall issue a written certificate stating the reasons for the refusal. The person concerned may appeal against the refusal to the Data Protection Officer.

Right of restriction

The data subject has the right to request a restriction of processing, for example if the register contains personal data in the register are inaccurate. Contact the person responsible for the register.

Right to object

The data subject has the right to request personal data concerning them and has the right to request the rectification or erasure of personal data. Requests may be addressed to the contact person for the register. If you act as a contact person for a company or organisation, your data cannot be deleted during this period.

Right to lodge a complaint with a supervisory authority

If you believe that the processing of personal data concerning you has infringed the Data Protection Regulation, you have the right to lodge a complaint with a supervisory authority. You

can also lodge a complaint in the Member State where you have your habitual residence or place of work.

The contact details of the national supervisory authority are:

Visiting address: Lintulahdenkuja 4, 00530 Helsinki

Postal address: P.O. Box 800, 00531 Helsinki

Phone extension: 029 566 6700

Registry: 029 566 6768 tietosuoja@om.fi www.tietosuoja.fi

[Other rights relating to the processing of personal data](#)

Data subjects have the right to object to the disclosure and processing of their data for direct marketing purposes, to request the anonymisation of data where applicable, to object to the processing of personal data for direct or indirect marketing purposes, and to be completely forgotten.