

Privacy policy

25.10.2021

Prospectuses and potential customers

Controller

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

Contact person for matters concerning the register

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Legal basis and purpose of processing personal data

The purpose of the register is the controller's business activities, the acquisition of new customers, and the related communication. The information obtained will be used for the establishment and maintenance of customer relations and other business needs of the controller. The basis for processing is legitimate interest.

Grounds for legitimate interest

Establishing a customer relationship, negotiation, and other business-related activities of the controller. The legitimate interest of the controller in the collection and use of personal data is based on the needs of direct marketing and the freedom to conduct a business. Direct marketing is a legitimate interest of an undertaking under the EU General Data Protection Regulation.

The categories of personal data concerned

Name, organisation represented, contact details

Recipients and categories of recipients

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

Consent

Data content of the register

The personal register contains the following data: - First name and surname of the person - Organisation represented - E-mail address - Postal address - Telephone number - Web address - IP number - Details of previous subscriptions - Information about customer negotiations

Regular sources of information

Data obtained from e-mails received from the customer, social media channels, business cards, and telephone or physical encounters. Data may also be obtained from other stakeholders, such as through mass media, websites, contact forms, or similar. The data will not be disclosed by the registrar, organisation, or its partners, except: in connection with a credit application, collection or

billing, and where required by law. Personal data will not be transferred outside the European Union unless this is to ensure the technical implementation of the controller or its partners, as necessary for the technical processing of the data. The personal data of the data subject will be destroyed at the request of the user unless legislation, the management of the customer relationship, outstanding invoices, or recovery operations prevent the data from being processed or deleted.

Retention period of personal data

We will keep personal data only for as long as is necessary for the purposes specified above, in accordance with the legislation in force from time to time.

Regular disclosures of data

The data in the register are only available to the controller and its staff, 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 organisation holding the register or to its partners, except for the purposes of a credit application, collection or billing, and where required by law. The personal data of the registered user will be destroyed at the user's request, unless the law, the management of the customer relationship, outstanding invoices, or recovery operations prevent the deletion of the data.

Transfer of data outside the EU or EEA

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

Principles for the protection of the register A: Manual data

Manually processed documents containing customer data (e.g. printed e-mails or their attachments, printed web forms, or similar) are stored, after initial processing, in locked and fireproof storage facilities. Only employees who have signed a confidentiality undertaking are authorised to process stored customer data manually, and only in designated areas. 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 designated employees of the organisation and of companies acting on its behalf may, for example, use workstations with software that can be used to maintain a database of potential data subjects and information on potential customers. Each specified user has their own personal user account, username, and password. Each user must have signed a confidentiality undertaking. The system is protected by a firewall that protects against connections from outside the system, and it consists only of workstations with appropriate security software. The register data is protected and processed in accordance with the provisions of the Data Protection Act, the regulations of the authorities, 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 information

Your rights

When visiting our website, the user has the possibility to block the use of cookies at any time by changing the settings on their browser. Most browser software allows the user 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 allows 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 or by means of a verifiable e-mail address. Data subjects also have the right to object to the processing and disclosure of their data for direct marketing purposes, distance and direct marketing, market research, and public opinion polling, by contacting the controller's customer service point.

Right to data portability

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 from a verifiable e-mail address, to the controller of the register or 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 that 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.