

Privacy policy

25.10.2021

Register of electronic communications

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 processing of e-mail communications from the controller's organisation, enabling the controller to send e-mails. The data to be collected (e-mail address and the information contained in the messages themselves, including any contact details or other personal data contained in the emails and their attachments) will be used for establishing and maintaining customer relations and for other communication needs of the data controller. The basis for processing is the legitimate interest of the company.

Legitimate interest criterion

To communicate with the organisation's customers, potential customers, stakeholders, and marketing and sales. The legitimate interest of the controller in the data collected and in the processing and use of personal data is based on the direct marketing needs and the legitimate interest of the freedom to conduct business. Direct marketing as a legitimate interest of the controller is in compliance with the EU General Data Protection Regulation.

The categories of personal data concerned

Name, e-mail address, position in the company, telephone number

Recipients and categories of recipients

The controller's staff and outsourcing partners, where applicable, such as for financial management and information management, and communication partners

Consent

The basis for processing is the legitimate interest of the company.

Data content of the register

The personal register contains the following data: - The person's first and last name - Organisation represented - E-mail address - Postal address - Telephone number - Details of previous subscriptions - Conversation information between communicators - Other information contained in any attachments, including personal data contained in any attachments.

Regular data sources

Data is obtained from e-mails received from the customer. Data may be obtained from other stakeholders in communications such as mass media, message groups, and forwarding. The data will not be disclosed to the organisation holding the register or to its partners, except for the purpose of applying for credit, collection or billing, and where required by law.

Personal data will not be transferred outside the European Union, unless it is in the interest of the controller or the technical implementation of the data controller or its partners. The personal data of the data subject will be destroyed at the request of the user, unless required by law, customer relationship management, outstanding invoices, or recovery measures to prevent the deletion of the data.

Retention period of personal data

Data will be kept for 10 years.

Regular disclosures of data

The data on the electronic mailing list are only available to the controller, 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 in connection with 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 required by law, the management of the customer relationship, outstanding invoices, or collection measures that 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 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) are stored after initial processing in locked and fireproof storage facilities. Only designated persons who have signed a confidentiality undertaking, such as employees who have signed a confidentiality agreement, are authorised to process manually stored customer data.

Principles for the protection of the register B: Electronic data

Only designated employees of the organisation and of companies acting on its behalf may be authorised to access and maintain email data. Each designated user is entitled to a personal username and password. Each user must have signed a confidentiality undertaking. The system is protected by a firewall, which protects against external access. Any multifunctional equipment such as scanners, and access to data stored on them, is restricted where applicable.

Cookies

We use 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 when they are stored on the computer. 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 functions and content. The information collected through 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 used to obtain information 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 the 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 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. In addition, the site uses Google Analytics Demographics to collect audience and subject data, which records information about the user, such as their 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>. You can opt out of Google Analytics tracking if you wish, or it can be disabled 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 access must be made in writing or by means of a verifiable e-mail address. The data subject also has 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 outdated personal data, must be corrected, deleted or completed. A request for correction must be made by means of a hand-signed written request to the controller or from a verifiable e-mail address. The request should specify which data are required to be corrected and on what basis. Rectification shall be carried out without delay. The person from whom the incorrect information was obtained will be informed of the correction received, the incorrect information, and to whom it was disclosed. A refusal of a request for correction shall be notified to the registry administrator, who shall issue a written certificate stating the reasons that the request

for correction has been refused. The person concerned may appeal against the refusal to the Data Protection Officer for a decision by the Data Protection Ombudsman.

Right of restriction

The data subject has the right to request a restriction of processing of their data, for example if the personal data in the register are inaccurate, by contacting 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 their 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.