



## Piippo Oy Privacy Statement - Marketing

### 1. Scope of application

This document explains how Piippo Oy stores, retains, and uses personal data received from the use of its online services (e.g. website) according to the EU General Data Protection Regulation (2016/679). The application of the EU General Data Protection Regulation (GDPR) began on 25 May 2018.

### 2. Piippo Oy as a Controller

Piippo Oy  
Business ID: FI05969646  
Sysmäärventie 3, 83500 Outokumpu  
Phone: +358 13 562 556  
E-mail: piippo@piippo.fi

Person in charge of the registry  
Piippo Oy  
Jaana Mustonen  
Sysmäärventie 3, 83500 Outokumpu, Finland

### 3. The use of Personal Data

Personal data may be used for marketing and marketing purposes. Personal data is used to manage and analyze customer relationships and other relevant relationships, to produce services, to develop and design business, and to distance sell, market research, and customer communications, which can also be implemented electronically and targeted.

Piippo Oy's website uses cookies to provide services, analyze the use of the site, produce and target content and advertising, and develop the services and website, as well as visitor tracking.

### 4. Information content of the register

The following information may be processed of all registered persons in the Marketing Register.

- o Name of the person
- o Company name
- o Company ID
- o Address
- o Person's position in the company or community
- o Email address
- o Telephone number
- o Information relating to marketing and other relevant communication and classification, as well as classification:
  - E.g. purchase and cancellation information for products and services, delivery information, feedback, complaints, and customer service event recordings such as emails
- o IP address
- o Cookies
  - Cookies are short text files that a web server stores on user's computer when visiting a website. Cookies usually contain information that makes it impossible to identify a particular



person or user of a website. In some situations, it may be possible to combine information gathered with cookies with other personal information.

## 5. Regular sources of data

Personal data about the registered person is collected from the registered person, from different services used by the registered user (e.g. Piippo Oyj's website), as well as through various marketing activities such as promotions, competitions and events.

In addition, personal data can be collected from the registries maintained by partners of Piippo Oyj and from officials and companies offering personal data information.

Piippo Oyj's website collects information about customers and potential customers through a variety of analytical tools provided by, for example, Google Analytics and other similar analytics services. We use tracking codes and ad systems to target and measure advertising (Facebook). More information on the cookie and privacy practices of these providers is available in the privacy statements for those services.

## 6. Regular disclosure of data

The information may be disclosed as required by the competent authorities or other parties, based on the legislation in force.

The data can be transferred to partners selected by the Controller to process the data on behalf of the Controller based on a co-operation agreement between the parties. In this case, the Processor has no right to process the transferred data for its own use, in its own personal registers.

## 7. Information disclosure outside EU or EEA

As a rule, data will not be transferred outside the territory of the European Union member states or the European Economic Area unless it is necessary for the processing of the aforementioned personal data or for the technical implementation of the processing. In such a case, the data transfer will be in compliance with the data protection regulation.

## 8. Data protection

### 8.1 Manual data

Personal data is protected against unauthorized access and illegal processing (e.g. destruction, alteration or disclosure). Handler can only process the personal data needed for one's job.

Documents are stored in a locked secure space or compartment. Documents are printed only when needed and paper prints are destroyed after use.

### 8.2 Electronic data

The electronically processed information contained in the registry is protected by firewalls, passwords and other generally accepted technical practices.

Only authorized employees of the controller and the companies acting on its behalf and on behalf of the data controller have access to the information contained in the register with a license granted by the controller.



## 9. Data storage

We retain personal information only for as long as the information may be considered necessary for the purposes described in this document, unless the retention of the data for a longer period is legally required or legally permitted.

## 10. User rights

The person is informed about the processing of the data by publishing this leaflet on the company's website. The description is also available at the company's office.

The data subject has the right to check what information has been stored in the register.

At the request of the data subject, any necessary corrections and additions to the personal data shall be made or erased and erroneous, unnecessary, incomplete or obsolete information shall be deleted.

The data subject has the right to prohibit the controller from processing data concerning him/her directly for direct marketing, distance selling and other direct marketing.

Checking, updating, or limiting the processing of data is done by contacting the company with the above contact information. All processing of personal data cannot be denied or restricted.

Piippo Oyj retains personal data only for as long as they are required for their declared uses or for fulfilling their legal obligations. Once the collected personal information is no longer needed, it is destroyed or deleted safely.

## 11. Piippo Oyj as a data processor

As a controller, Piippo Oyj follows the principles of the EU General Data Protection Regulation at all stages of the processing of personal data. At every stage of Piippo Oyj's registration functions and processing of personal data, as well as planning and practical measures, the starting point is that the privacy of the data subjects or their rights and interests are not unreasonably compromised.

As a data controller, Piippo Oyj is obliged to inform the authorities and/or the data subject of the offense or the unauthorized disclosure of personal data as required by law.

## 12. Changes to the Privacy Statement

Piippo Oyj continuously develops its business and therefore reserves the right to change this privacy statement by notifying it on its website. Changes can also be based on changes in legislation.

If changes are made to the Privacy Statement, the amended notice will be published on Piippo Oyj's website. We encourage you to read the announcement regularly.

However, if significant changes are made to the Privacy Statement, where privacy policies change substantially, this will be reported in other ways before the changes take effect.

This Privacy Statement was last updated on 18.9.2019.

## 13. Contact

Comments and questions regarding the Privacy Statement can be sent to the contact details listed in chapter 2 either by email or by letter. Please use the word "Privacy Statement" as a reference. Privacy requests are treated confidentially.