

Register Description

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1. Controller

Pohjanmaan Expo Oy

Vaasanpuistikko 15 B 36

65100 Vaasa

Phone 0400 691 681

info@pohjanmaanexpo.fi

Business identity code: 0702385-4

Register contact person: Hanna Nyholm, Project Manager

2. Name of the register

Newsletter subscriber register of Pohjanmaan Expo Oy.

3. Purpose of the register

Personal information is utilized in communicating with newsletter subscribers, e.g. in information and news purposes as well as in marketing, where the personal information can be used for (electronic) direct marketing purposes.

The newsletter subscriber has the right to opt out of direct marketing. The controller will process the data directly and will not disclose the data to any outside party.

4. Legal basis for data processing

The following are the legal basis for data processing under the European Union's general data protection regulation (GDPR):

- (a) the customer's consent for data processing;
- (b) the fulfillment of legitimate interests.

5. Data content of register

The register may contain the following information on registered customers:

- (a) the customer's basic and contact information, such as first name, last name, address, e-mail address, phone number;
- (b) the customer's given permissions and refusals for direct marketing.

6. The sources of the data register

The data is received from the customer with the newsletter subscription and from participating in product raffles and giveaways if the customer has accepted the data processing for marketing purposes.

7. Retaining personal data

We only retain personal data for as long as and in the capacity it is necessary in relation to the original or comparable purposes for which the data has been collected. The data will be processed for as long as the registered subscribes to the controller's newsletter.

The controller will evaluate the need for storing the data regularly, based on their data privacy policy and internal codes of conduct. Additionally, the controller will implement all possible reasonable measures to ensure that the data deemed inaccurate, erroneous or outdated for the processing purposes is promptly erased or corrected.

8. Disclosing of data

Personal data will not be shared with or disclosed to any third parties.

9. Data transfer outside of EU or ETA

Personal data will not be transferred outside of EU or ETA.

10. The principles for the protection of the data register

The databases containing personal information are on a server which only the controller's employees have access to. The server is protected with an appropriate fire wall and other technical measures.

The employees who handle the register information are bound by professional secrecy.

11. The rights of the data subject

Under the European Union's general data protection regulation the customer has the following rights:

(a) Accessing data

The customer has the right to evaluate their stored personal data. If the personal data is found erroneous or lacking, the customer has the right to demand the controller to correct the data.

(b) Objection of data processing

The customer has the right to object to the processing of their data if the controller has processed the data unlawfully or if the controller does not have the right to process some information.

(c) Refusal of direct marketing

The customer has the right to forbid the controller from processing the customer's information for direct marketing purposes. The controller will not sell or disclose data to other parties for direct marketing purposes.

(d) Erasure of data

The customer has the right to request the controller to remove the customer's data, if the data is not deemed necessary for controller's tasks. The controller will process the request, after which the data in question will be erased or the controller will notify the customer on the reasons why the data could not be erased. The customer has the right to lodge a complaint with the data protection supervisor and the right to demand that the controller limits processing the disputed data until the matter is solved.

(e) Lodging a complain

The customer has the right to lodge a complaint with the data protection supervisor if the customer believes that the controller has violated an active data privacy legislation while processing the data.

The requests for executing the rights defined in parts a)–d) should be addressed to the register contact person designated in part 1.

12. Changes to the privacy statement

Pohjanmaan Expo Oy develops its business endeavors constantly and therefore withholds the right to change this privacy policy by informing of it in the services. The changes may also be based on legislative modifications. Pohjanmaan Expo Oy recommends customers to check the latest version of the privacy agreement regularly.