

Marketing Register Privacy Policy

Updated 25.4.2022.

DATA PROTECTION

This is a privacy policy that fulfils the obligation to inform data subjects in accordance with Article 13 of data protection Regulation (EU) 2016/679, (GDPR).

CONTROLLER

Korkia Oy (Business ID 3225207-7) (hereinafter referred to as "**Korkia**") on its own behalf and on behalf of companies belonging to the same group.

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Website: www.korkia.fi

Contact person: Compliance and legal unit

Email: legal@korkia.fi

NAME OF THE REGISTER

Korkia Group Marketing Register
(hereinafter referred to as the "**marketing register**")

PURPOSE OF PROCESSING PERSONAL DATA

Korkia processes personal data in the marketing register for the marketing of products and services. The processing of personal data is based on the Article 6 of the GDPR **(1)** Korkia's legitimate interest in providing and marketing Korkia's products and services to its customers **(2)** the legitimate interest of Korkia in carrying out direct marketing or **(3)** the customer's consent.

WHERE IS PERSONAL DATA OBTAINED FROM?

Korkia acquires personal data primarily from the data subject himself or herself in the marketing register. In addition, Korkia acquires name and contact information from publicly and publicly available sources, such as the internet.

TRANSFER AND DISCLOSURE OF PERSONAL DATA

The information in the marketing register is disclosed to the other companies of the Korkia Group. These entities are bound by the same obligations of confidentiality, processing of personal data and other obligations as Korkia. In addition, data obtained for marketing purposes may be disclosed to a third party in accordance with a separate data processing agreement.

TRANSFER OF PERSONAL DATA OUTSIDE THE EU

Korkia does not transfer marketing register data outside the EU.

STORAGE OF PERSONAL DATA

Korkia stores the information in the marketing register for an indefinite time or until the data subject prohibits direct marketing.

RIGHTS OF THE DATA SUBJECT

The data subject has the right to:

- request access to the personal data of Korkia concerning him or her,
- request rectification, erasure, restriction of processing, object to processing or the right to transfer data from one system to another, and
- withdraw consent to the processing of personal data concerning him or her.

The data subject may send a request related to the exercise of these rights to Korkia in writing or electronically to the address indicated at the beginning of this Privacy Policy.

COMPLAINT TO THE SUPERVISORY AUTHORITY

The data subject has the right to lodge a complaint with the supervisory authority. The Supervisory Authority in Finland is the Data Protection Ombudsman.

Office of the Data Protection Ombudsman

Address: Lintulahdenkuja 4, 00530 Helsinki

Website: www.tietosuoja.fi

Email: tietosuoja@om.fi