

This Privacy policy applies to the customers of Lenkki Oy.

## **1. Registrar**

Name: LENKKI OY

Business ID: 0133533-9

Mailing address: Sillanpäänkatu 3, 38710 Kankaanpää

## **2. Person in charge of register-related issues**

Name: Annamaija Mäkilouko

Mailing address: Sillanpäänkatu 3, 38710 Kankaanpää

Telephone: 050-523 8290

E-mail: annamaija.makilouko@lenkki.fi

## **3. Name of the registry**

Lenkki Oy:n asiakasrekisteri

## **4. Purpose of processing personal data**

Customer's personal information may be processed for the following purposes

- managing and developing customer relationships
- implementation of service
- customer transaction verification
- customer service and business development
- marketing
- analysis and statistics
- opinion and market research;
- other similar uses

## **5. Content of the register**

The register may contain the following information

- contact information such as name, address, phone numbers, email addresses
- customer relationship information such as billing and payment information, product and order information, customer feedback and contacts, draw and competition response information, and cancellation information,
- information relating to the execution of communications
- any profiling and interest information provided by the customer
- possible permits and consents
- possible anti-marketing information and any other information collected with the customer's consent.

## **6. Regular sources of information**

Customer information is provided regularly

- From the customer by phone, return card, via the Internet, e-mail or similar medium
- by using cookies or other similar techniques
- from telephone companies' contact registers, and other similar private and public registers
- Based on individual / organization orders, participation, use of products and services, and other similar activities
- From partners (e.g. retailers)

- Statistics Finland, among other things, publicly available information relating to the persons' status, duties or care of them

## **7. Regular disclosure of data and transfer of data outside the EU or the European Economic Area**

- Data is not regularly transferred or disclosed outside the EU or the European Economic Area.
- By way of exception, information may be released for direct marketing or opinion and market research and other similar surveys in accordance with the Personal Data Act.

## **8. Rights of the registered**

### Inspection and right of rectification

The data subject has the right to check the information stored in the register of them. Contacts regarding the right of inspection shall be made in writing and signed at the address mentioned in section 1.

If there are errors in the registered data, the registered person may submit a request for correction of the error to the persons responsible for the registration referred to in section 2.

### Right of refusal

The registered person has the right to prohibit the registrar from processing data concerning them directly for direct marketing, distance selling and other direct marketing and market and opinion surveys, as well as personal tracing and genealogy research.

In the case of prohibition and rectification, a registered customer may contact customer service by telephone 02-573500 or via mail to the address mentioned in section 1.

## **9. Principles of registry security**

### Manual material

There is no manual material.

### Electronically stored data

Only those employees who have the right to handle customer information for their work are entitled to use the customer information system. Each user has their own username and password for the system. Workplace access is controlled. Data is collected in databases that are protected by firewalls, passwords and other technical means. Databases and their backups are located in locked spaces and access to data is restricted to certain pre-designated persons.