

3.11.2011

DATA PROTECTION DESCRIPTION

Data Protection Description in accordance with Personal Data Act (523/1999) Sections 10 and 24

1 Data Controller

Martela Corporation

Takkatie 1, PL 44

00371 Helsinki

E-mail: info@martela.fi

2 Contact Person for File Matters

Sirpa Ontronen

Address: Takkatie 1, B.O.Box 44, 00371 Helsinki, Finland

E-mail: sirpa.ontronen@martela.fi

3 Name of Personal Data File

The name of the personal data file is the user data register of Martela Contact us-form/direct marketing register.

4 Purpose of Processing Personal Data

The purpose of the processing of personal data is to manage and maintain the customer relationships between Martela Corporation and its customers. The personal data is used to identify users of Martela's Contact us-form. Furthermore, the personal data may be used for the purposes of direct marketing, provided that the customer has consented to this, as well as for investigation and follow up in cases of misuse. The personal data may also be used for the planning and development of Martela Corporation's business and services and to measure the amount of customers using the service.

The personal data is stored for two years from the last contact.

5 Contents of the Data File

The personal data file contains the following information:

Name, company, e-mail address, address, country, telephone number, permission or prohibition concerning direct marketing as well as other information the customer may have provided him/herself.

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6 Regular Sources of Information

Martela Corporation does not use cookies for the purpose of acquiring personal data. User rates are measured by means of third party software.

7 Regular Disclosure of Personal Data

Martela Corporation does not disclose personal data contained in the user data register of Martela Contact us-form to third parties on a regular basis. Personal data may, however, occasionally be disclosed in accordance with the laws of Finland.

Martela Corporation has the right to use subcontractors in connection with the offering and execution of its services . In this context personal data may be transferred to subcontractors to the extent that this is necessary for the fulfilment of the services (e.g. for the storage of data on a server maintained by a third party on assignment by Martela Corporation).

No personal data contained in the user data register of Martela Pictures is transferred outside the EU or EEA

8 Principles in Accordance to Which the Data File Is Secured

Only persons, who need to process data when fulfilling their tasks in accordance with the purposes of this customer data register and for the purpose of performing technical maintenance, have access to the personal data file. All data contained in the customer data register are stored in server rooms that are protected in accordance with general industry practice.

9 Links to Third Party Websites

The service may contain links to third party websites. The linked websites are not under the control of Martela Corporation and Martela Corporation is not responsible for any content on such third party websites or links contained on such third party websites. Should the customer visit a linked website, he/she should review the privacy policy and other applicable terms and conditions of website in question.

10 Right of Access and the Right to Request for the Rectification of Personal Data

The data subject has the right of access, in accordance with Personal Data Act, to the data on himself/herself in the personal data file and the right to request for the rectification of erroneous data and also otherwise right to resort to the rights guaranteed by Personal Data Act. The requests regarding the matter shall be delivered in writing to the contact person mentioned in section 2.

11 Other Rights Concerning the Processing of Personal Data

The data subject has the right in accordance with Personal Data Act to prohibit the controller to process personal data on himself/herself for purposes of direct advertising, distance selling, other direct marketing, market research, opinion polls, public registers or genealogical research. The requests regarding the matter shall be delivered in writing to the contact person mentioned in section 2.