

13 March 2014

DATA PROTECTION DESCRIPTION

Data file description and information document in accordance with the Personal Data Act (523/1999), sections 10 and 24.

1 Controller

Martela Corporation
Takkatie 1, P.O. Box 44
FIN-00371 Helsinki
E-mail: asiakaspalvelu@martela.fi

2 Data file contact

Sirpa Ontronen
Address: Takkatie 1, P.O. Box 44
FIN-00371 Helsinki
E-mail: sirpa.ontronen@martela.fi

3 Name of personal data file

The name of the personal data file is 'Martela Corporation website contact request / direct advertisement register'.

4 Purpose of processing personal data

Personal data is used by Martela Corporation and its partners for direct marketing (including newsletters), distance selling, and opinion surveys and market research. The data may also be used for monitoring and investigating misuse, and planning and developing Martela Corporation's business operation and services.

Martela Corporation may use subcontractors to offer its services and in its marketing. In such instances personal data may be transferred to subcontractors to the extent necessary to provide the services (including storing data as instructed by Martela Corporation on a server managed by a third party).

5 Data included in the data file

The data file contains the following data:

- name, company, e-mail address, address, telephone number
- contact preference
- prohibition of or consent to direct marketing, and
- any other data provided by the data subject.

Martela Corporation's website uses cookies to improve user experience and the website.

6 Regular sources of data

Personal data is collected from data subjects when they fill in contact information on contact request forms, for example. Personal data may also be collected and updated from public sources such as address registers.

7 Regular disclosure of data

Martela Corporation does not regularly disclose data contained in the data file to external parties. Data may, however, be occasionally disclosed in accordance with Finnish law.

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Data contained in the data file will not be transferred outside the European Union or the EEA.

8 Principles of data file protection

Persons authorised to use the data file include only those with access to the data to carry out tasks in accordance with the purposes of the data file and for technical maintenance. Data contained in the data file is stored in protected data centres in accordance with normal practices in the industry.

9 Links to external websites

The service may offer links to external websites. Martela Corporation has no control over linked websites nor does Martela Corporation accept any responsibility for the content of or the links on linked websites. Data subjects who visit linked websites should familiarise themselves with the privacy terms of and other terms applicable to the sites in question.

10 Right of access and right to request rectification of data

Under the Personal Data Act, data subjects have the right to inspect data pertaining to them that is stored in the personal data file and to demand the rectification of erroneous data and otherwise to have recourse to the rights guaranteed by the Personal Data Act. Such requests must be submitted in writing to the contact person mentioned under item 2.

11 Other rights concerning the processing of personal data

Under the Personal Data Act data subjects have a right to prohibit controllers from processing their personal data for the purposes of direct advertising, distance selling and other direct marketing, and for market research and opinion surveys. Such requests must be submitted in writing to the contact person mentioned under item 2.