

The data protection statement for the customer register of Tussitaikurit Oy

(created 8.5.2018, updated 7.1.2019)

1. Registrar information

Tussitaikurit Oy (hereinafter also referred to as "Tussitaikurit")

Business ID: 0872238-2

Postal address: Kuninkaankatu 19 B 20

Zip: 33210

City: Tampere

2. Contact personnel

Name: Antti Niemistö

c/o Tussitaikurit Oy

Phone: +358 50 379 8188

Email: rekisteriasiat(at)tussitaikurit.fi

3. Register name

The customer register related to being a customer of Tussitaikurit or other relevant relations ("Tussitaikurit customer register").

4. The Purpose of Handling Personal Data

Personal data is used exclusively for establishing the agreement, content, execution or fulfilling of the contractual relationship (Art. 6 I p. 1b of the GDPR).

Handling personal data is used for developing and analysing the customer relationship, producing and personalizing services, developing and planning business operations, marketing, telesales, opinion and marketing

surveys and customer communication, which can be carried out both electronically and in a targeted manner.

Personal data can be handled according to relevant laws by partners carefully chosen by Tussitaikurit for marketing purposes, including marketing, telesales, opinion and marketing surveys and customer communication. Providing this information to partners is based on the idea that the purposes for which the information will be used is in line with the principles of this register and that the purposes are compatible with those of Tussitaikurit.

5. Information content of the register

The information to be stored in the register are:

- first and last name
- position
- company/organisation
- photograph of the person
- contact information (postal address, phone number, email address)
- website address(es)
- accounts/profiles in social media services
- the beginning and dates of the supplier - customer relationship and/or other relevant relationships
- given permissions and requested declines of direct marketing
- information relevant to the usage of digital services and content (for example ordering a newsletter)
- information related to marketing and other sales advancement, such as the marketing actions targeted at the persons in the register, (e.g. participating in marketing raffles, competitions and events)
- information related to handling the customer relationship and other relevant relationships (including information relating to purchasing/ending products and services, free or paid, conditions for delivery, feedback given, reclamations and the recordings of customer interactions, such as phone calls, emails, chat and text messages)
- the interests of the person as reported by him/herself

- gender
- date of birth
- language
- any changes related to the information listed above
- information deduced by using analytics, based on the customer's use of the services or information they have given, such as interests or belonging to a specific group of users.

6. Regular information sources

Information stored in the register is obtained from sources such as messages sent using webforms, emails, by phone, via social media services (e.g. Facebook, LinkedIn, Twitter, Google, Instagram), agreements, customer meetings and other events where a customer discloses information. This includes newsletter competitions and events such as trade fairs.

Personal information can be collected and updated from other registers of Tussitaikurit, the registers of selected partners and the registers of official authorities and companies offering services related to personal information.

7. Cookies and other equivalent technologies

A cookie is a file that are stored on your device by your web browser. Cookies contain an individual identifier, which enables users to be identified

Cookies and information collecting using cookies are also used to improve the usability and use of the website, improve security, follow usage and improve services.

Cookies and information derived from them can be used for targeting communication, advertising and producing content in our web services, improving the website and measuring and optimizing marketing actions.

8. Regular disclosure of data and transfer of data outside the EU or the European Economic Area

Information may be disclosed in accordance with applicable laws at the discretion of the Tussitaikurit to partners or associates of Tussitaikurit, unless a customer has forbidden it. Disclosure of information is possible primarily only for purposes which support the function of the register and where the use of personal information does not conflict with how Tussitaikurit uses the information.

Information can also be disclosed to authorities and other parties with jurisdiction, based on applicable and current laws, for historic and scientific research as long as the information has been modified to a non-identifiable format.

Information may be disclosed as part of a company acquisition to the acquiring company, if Tussitaikurit sells or otherwise reorganizes its business.

Information may be disclosed to chosen partners of the information register, who handle information for the owner of the information register based on a cooperation agreement between the companies. In such cases, the party handling the information does not have the right to move personal information in its own personal information registers.

Information is not primarily transferred between EU member regions or outside the European economic area, unless it is not necessary due for the technical execution of the above mentioned processing of person details, in which case data transfer is done in compliance with the requirements of the person data laws.

Tussitaikurit may transfer information contained by the register into its own direct marketing registers after the customer or other required relation has ended.

9. Principles of register protection

Information in the register is only stored in electronic formation. The responsible party for the technical protection of the register is Pipeprive OÜ. All data transmitted is encrypted with SSL. The use of the register is

protected with usernames and passwords. The contact personnel ensures that the stored information, server passwords and other information critical to the security of the personal information are handled confidentially and only by employees whose role this is relevant to.

10. Your rights

You have the right to check your information once a year, without cost, as mentioned in Art. 15 of the GDPR. If you wish to do so, you must send a written document, hand signed or verified in an equivalent manner to the contact personnel mentioned in this document.

Based on request from persons registered, we will make the needed corrections or additions to the information or will remove any information incorrect, unnecessary, incomplete or out of date information. The disclosure and rectification of information is done by contacting the contact personnel mentioned in this document. The request must be written and signed.

Persons registered have the right to deny the processing and disclosure of his information for mail advertising, telesales and other forms or direct marketing and marketing and opinion surveys by contacting the contact person named in this document.

Before we process the request, we may request the person registered for additional details regarding the request and to confirm the identity of the person registering. We may decline to perform the requested actions based on applicable legal reasons.

The person registered has the right to make a formal complaint to the relevant supervisory authority or the supervisory authority in the EU country where the home or place of work is located if the person registered believes that we have not handled personal information according to applicable laws.

If you wish to make a request regarding your rights, please the request as a letter or email to:

Tussitaikurit Oy

Information register / Other request related to personal data

Antti Niemistö

Kuninkaankatu 19 B 20, 33210 Tampere

Finland

email: rekisteriasiat(at)tussitaikurit.fi

Tussitaikurit will reply to requests within 1 month of the receiving the request, unless there are extenuating circumstances for lengthening the reply.

11. Modifying the information register

Tussitaikurit develops its business continuously and withholds the right to change this document by notifying its customers. Changes can also be based on changed to the applicable laws.