

## **File Description and Privacy Statement**

General Data Protection Regulation (EU) 2016/679, GDPR.

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### **Controller**

Forecon Ltd (Business ID: FI25853229)

Hermiankatu 6-8 G, 33720 Tampere, FINLAND

Tel. +358 40 704 1187

### **Person in charge of data files:**

Tuomas Laitinen

Forecon Ltd (Business ID: FI25853229)

Hermiankatu 6-8 G, 33720 Tampere, FINLAND

[info@forecon.fi](mailto:info@forecon.fi)

### **Name of data file**

Forecon Ltd customer and collaborator register

### **Purpose of processing personal data**

All personal data collected based on Forecon Ltd's customer and contractual relations is processed in compliance with the provisions laid down in the data protection regulation EU 2016/679 for the purpose of managing Forecon Ltd's customer relations. The bases for processing personal data include customer relations, customer consent, customer commissions, contacts, event registration or other legitimate connection.

Forecon Ltd uses personal data to:

- manage and develop customer relationships
- carry out customer communications
- plan and target marketing
- develop its customer service
- develop its services and business operations
- conduct market and other surveys and opinion polls.

## How do we collect personal data?

We collect personal data from the data subjects themselves in conjunction with, for example, website visits, phone calls, e-mails, social media, sign-ups and visits to digital services, online services, customer events and customer meetings. Personal data may also be collected, saved and updated from businesses and authorities offering update services.

We track visits on our website and automatically collect anonymous statistics on website use. A part of this data is gathered through website cookies. A cookie is a small text file sent and saved on a user's computer. The cookie helps the website administrator identify regular visitors, facilitates user login and enables compiling combined visitor data.

Forecon uses Google Analytics as its website analytics service. The service provides us with information on how our website is being used. Google Analytics saves cookies on our visitors' browsers and computers to provide information on when, where and how our website is accessed. The service also saves shortened visitor IP addresses. Google Analytics does not track individual visitors' online behaviour. The service processes the collected data anonymously and uses it for statistical purposes.

If you do not want Google Analytics to use your data, you can disable it by installing the [Google Analytics Opt-out Browser Add-on](#) to your web browser. Please note that disabling the analytics service may affect website functionality.

## Can someone else collect data from a service I use?

Our services may apply so-called community plugins, such as an embedded Twitter feed component. For example, Twitter plugin buttons may be displayed in some of our services but their contents come directly from Twitter. When a visitor accesses our service, the Twitter community plugin observes that the user has signed into Twitter.

Twitter may collect data on the visitor's visit in accordance with its privacy-related terms and conditions effective at the time. Our services may also contain links to other websites besides those mentioned above, however, we do not assume responsibility over the privacy practices or contents of external websites. We recommend that you review the privacy-related terms and conditions of each website.

## Data file contents

The data file contains the following information of registered customers. Information related to the data subject, customer relationship management and legitimate connection, including

- Company name
- Business ID

- Contact person
- Title
- E-mail address
- Telephone number
- Website address
- Purchase and participation information, such as product, price, offer, delivery and invoice information
- Marketing consent (calls, direct marketing in print, text messages and e-mails)
- Information on Forecon's website and online service use, such as date and time, visited pages and visit duration
- Information on marketing messages sent, opened and clicked
- Order and download information on guidebooks and other materials
- Cookies
- Separately itemised permissions or consent to personal data use

## **Regular data provision**

The controller will not regularly provide data file contents to external parties. However, data may be provided to Forecon Ltd's collaborators and authorities within the limits laid down in effective legislation. Information may be provided to authorities when required by law or orders to solve malpractice, for example. In addition, the controller may, within the limits of the data protection regulation, transfer data included in the data file into its direct marketing registers after a customer relationship and legitimate connection has ended.

## **Marketing to companies**

We send electronic direct marketing and communications materials as well as event invites to companies. We may process your personal data based on your duties in a company or your role as a company representative. The processing of your personal data for this purpose is based on our justified interest applicable to electronic marketing and communications targeted at customers and business contacts.

We collect your contact information, company background information and your work description. When you participate in our events, open our messages, contact us, order materials from us, visit our website or otherwise use our marketing and communications contents, this information is collected and analysed. With analytics, user information is applied to deduce your interests and activity in lead points. Further information on cookies and website use is available above.

We receive your information directly from you in conjunction with our project operations when you order our newsletter, register for our events, fill in a material request form on our website, send us e-mail or otherwise provide your information directly to us. We may also acquire your personal data from other sources, such as decision-maker registers maintained by Suomen Asiakastieto Oy, public company websites, online community services or other equivalent sources.

Information is also created through analytics when you use our marketing and communications contents.

You are entitled to forbid the use of your personal data in conjunction with a message we send you or by sending a separate e-mail request to our dedicated person in charge of data files. We will only keep your personal data for as long as required for the above-mentioned purposes in accordance with the currently valid legislation, after which your personal data will be erased.

## Data transfer outside the EU or the European Economic Area

No data will be disclosed outside the EU or the European Economic Area without the customer's consent. The servers required for software use are located within the EU or EEA area or in countries outside the EU or EEA areas whose level of data protection the European Commission has found to be adequate as referred to in Section 22 of the Personal Data Act.

## Principles of data file protection

The personal data included in the data file is kept confidential. Using the data file has been instructed in the controller's organisation and access to the data saved in the system and included in the file has been limited to the employees who are entitled to access and use them based on their job description and need the information in their work. Employees who process personal data are obliged to observe secrecy.

Accessing the system requires that each file user enters a username and a password. In addition, the controller's data network and equipment in which the data file is located are protected with a firewall and other technical security measures. Data security is observed when destroying any materials containing personal data.

## Data subject's rights

The customer has the right to upon request **check and learn** the information saved of them, where information for the data file is regularly acquired from, what the information is used for and where it is regularly disclosed. This information is disclosed to the customer in an easily understandable form and, if required, in writing.

A data subject has **the right to demand data rectification**. The controller will, either on its own initiative or upon the data subject's demand, rectify, erase or supplement any personal data that is included in the data file and that is erroneous, unnecessary, defective or outdated for the purposes of the processing. The data subject must contact the controller to have the data rectified. The data subject also has the right to **forbid the controller from processing data that concerns themselves** for the purposes mentioned in this file description unless otherwise agreed between the controller and the data subject.

Requests and marketing bans must be personally signed and addressed to Forecon Ltd, Hermiankatu 6-8 G, 33720 Tampere, FINLAND or sent by e-mail to the person in charge of data files.

### **Changes to the privacy statement**

We review this statement on a regular basis and make occasional changes to it. If we make changes to the statement, we advise the validity date of the change in the updated statement and the updated statement will become effective from the advised date onwards. We recommend that you read the statement regularly in order to check up on any updates. This privacy statement was last updated on 24 May 2018.