

Privacy Notice of Customer and Marketing Register

1 Register controller

Parmaco Oy (2465039-0)
Haarlankatu 4 F
33230 Tampere

of information obtained under the conclusion of the customer or partnership agreement with Parmaco and other information obtained during the relationship. Personal data can be collected and updated from other public and private registers as well.

2 Contact details of register matters

Tel. +46 823 54 55
stockholm@parmaco.se

Other sources are used within legal boundaries.

3 Register name

Parmaco's Customer and Marketing Register

7 Data transfer outside EU or EEA and regular information disclosures

Personal data is not transferred outside EU or EEA. Parmaco does not regularly disclose information to third parties. However, information can be occasionally disclosed under Finnish and Swedish law.

4 Purpose and justification of processing data

Processing personal data is justified by an agreement justified business interest (direct marketing) of Parmaco.

The purpose of processing this personal data is to manage, develop, upkeep and analyze customer and co-operative relationships. Information is also used for direct marketing of Parmaco and its partners, arranging marketing competitions and executing of surveys, polls and market investigations. Data can additionally be used for designing, planning and developing Parmaco's business operations and services, and to measure customer numbers.

8 Register protection principles and data storage time

Only persons with a right to process customer information due to their position have access to the information system containing customer information. Each user has one's own combination of username and password. Information is gathered in databases protected with firewalls, passwords and other technical means. Databases and their backup copies are stored in locked premises where only certain in advance named persons have access to.

5 Register content

The register contains following information about the registered persons:

- name, title, company, post address, e-mail address, phone number
- customer history, for example contacts and activities
- permissions and prohibitions of direct marketing
- possible other necessary information considering register's purpose

Personal data is stored as long as needed to serve its purpose, considering storage times set in the law.

6 Regular information sources

Information is primarily gathered from concerned person by phone, personally or in another similar way. The register is compiled

9 Rights of registered person

Registered person has rights under the regulation EU 2016/679. Registered person has a right to see all information about him/her stored in the register, and to demand register controller to rectify and remove all information about him/her. In addition, the registered person has a right to restrict processing and transferring data and a right to cancel the consent to register and process data about him/her any time without the cancellation without affecting the lawfulness of consent based data processing before the cancellation.

PRIVACY NOTICE



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VERSION 1.0

The requests concerning this matter must be delivered written or personally to a superior.

The registered person has a right to make a complaint about processing of personal data to the supervisory authorities.