

# Privacy Statement

- Sections 10 and 24 of the Personal Data Act (523/1999)
- Date: 10 February 2020

## Data controller

- Best-Hall Oy
- Yhdystie 3–7, FI-68300 Kälviä
- 068325000 / info@besthall.com

## Name of register

- Best-Hall marketing/customer register

## Purpose of processing personal data

The personal data will be used for purposes in compliance with the Personal Data Act, such as:

- customer relationship maintenance and management
- customer newsletters and bulletins
- customer surveys and collecting customer information
- the implementation of services provided by Best-Hall Oy, such as sales, design, installation, maintenance, after sales marketing, management, invoicing and the marketing of products/services and service development.
- Best-Hall Oy has the right to use and share the data in the register for justified purposes of use (e.g. direct advertising, distance selling, market research and surveys) in accordance with the Personal Data Act and other pertinent legislation.

## Register data content

- Contact information: company name, name, post and address, telephone numbers, e-mail addresses
- electronic direct marketing consent/prohibition provided by the customer
- profiling data provided by the customer and information on the customer relationship and use of the service (e.g. feedback and information related to the acquisition of services and company strategy).
- The contact details in the register can be transferred to the marketing register to be used for direct marketing even after the customer relationship has ended.

## Regular sources of data

Data provided to the Best-Hall Oy marketing/customer register by the customer and data generated by the use of the service. The data is recorded to the register automatically as the user submits them or uses a service offered by Best-Hall Oy.

## **Regular information sharing**

- For direct marketing purposes in compliance with section 19 of the Personal data Act.
- For surveys and market research and similar reports.

## **Transfer of information outside the EU or EEA**

- Data will not be transferred outside the EU or EEA.
- The data may be located outside Finland or within the EU in the databanks of Best-Hall Oy or the owners of the services it commissions.

## **Principles of register protection**

### **A Manual material**

- The register contains no manual material.

### **B Automatically processed information**

The register is protected against unauthorised access by means of user IDs and passwords. Only people with access rights and the necessary passwords given to them in order for them to perform their duties may access these databases. A user log is recorded of the users. The company also employs access control in the data system facilities in question.

## **Right of access**

Everyone has the right to know which information about them is stored in the register. The right to inspect data may be exercised free of charge once a year. The person making the request must verify their identity either by using a reliable electronic authentication system (e.g. an identity card with a chip), by visiting the customer service desk in person and presenting their identity card or by presenting a signed or otherwise authenticated document. The information is provided in writing upon request. Personal access requests may be submitted to the Best-Hall Oy customer service point, from where they will be transferred to the contact person mentioned above.

## **Right to rectification**

The controller shall remove, rectify or complete any erroneous, unnecessary, faulty or outdated data in terms of data processing either of their own accord or at the request of the data subject. Rectification requests must be made in writing.

## **Right to erasure**

Everyone has the right to be forgotten. We will remove all marketing-related data we have on a data subject upon written request.

## **Other rights related to personal data processing**

The data subject has the right to prohibit the data controller from processing data concerning the data subject for the purposes of direct advertising, distance selling and other direct marketing, market research and surveys, registers and genealogy. The prohibition must be submitted to Best-Hall Oy in writing.

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