

# PRIVACY POLICY FOR CUSTOMER AND PROSPECT REGISTER

This privacy policy has been modified latest on: 04.02.2018

## 1. CONTROLLER

Assetti Oy (Business ID 2369795-5) ("**Assetti**")

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## 2. PERSON RESPONSIBLE FOR PERSONAL DATA MATTERS

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## 3. NAME AND PURPOSE OF REGISTER

3.1. Name of the Register is Assetti Oy's Customer and Prospect Register.

3.2. The register contains Personal Data of persons who are representatives or employees of Assetti's direct or indirect customers or customer prospects or visitors of Assetti's websites. Each such person is defined in this policy as "**person**". Indirect customers mean those third parties who have acquired Assetti's products or services through Assetti's sales channels, such as Assetti's distributors.

3.3. Provision of Personal Data for the purposes of provision of Assetti's products and services and performance of a contract, Assetti's legitimate interests and Assetti's legal obligations is obligatory. If Assetti does not have the Personal Data it requests, it may not be able to provide the customer with Assetti's products and services.

3.4. In order for Assetti to comply with legislation, Assetti and its customer might have entered into a data processing agreement or other contractual terms regarding Assetti's processing of its customer's Personal Data ("**DPA**"), when Assetti is the processor of such Personal Data. In such case, the person shall contact his/her employer or other organization regarding matters related to his/her Personal Data.

## 4. PURPOSES FOR PROCESSING AND LEGAL BASIS FOR PROCESSING

### 4.1. The Purposes for Processing:

- a) Provision of Assetti's products and services and performance of a contract or in order to take steps prior to entering into a contract. Use of Assetti's contractual rights, such as invoicing. "The legitimate interests pursued by Assetti" is the legal basis for processing of Personal Data for these purposes.
- b) Development of Assetti's products and services and Assetti's business. "The legitimate interests pursued by Assetti" is the legal basis for processing of Personal Data for this purpose.
- c) Taking care of data security. "Legal obligations" is the legal basis for processing of Personal Data for this purpose.
- d) Preventing fraud. "The legitimate interests pursued by Assetti" is the legal basis for processing of Personal Data for this purpose.
- e) Direct marketing and newsletters (i) based on the person's consent and (ii) in other situations allowed by law. "The legitimate interests pursued by Assetti" is the legal basis for processing of Personal Data for this purpose, unless the person's consent is required for direct marketing and newsletters based on laws.

#### 4.2. **The Legal Basis for Processing of Personal Data:**

- a) "Consent". Consent to the processing is the legal basis for the processing of Personal Data to the extent mentioned above in Section 4.1. If a person withdraws a consent given to the processing of Personal Data when the legal basis of processing is "consent", the withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.
- b) "Legal obligations" is the basis for the processing of Personal Data to the extent mentioned above in Section 4.1.
- c) "The legitimate interests pursued by Assetti" is the legal basis for the processing of Personal Data to the extent mentioned above in Section 4.1. Assetti has considered that Assetti's legitimate interests are not overridden by the interests or fundamental rights and freedoms of the persons.

Such **legitimate interests** exist as there is a relevant and appropriate relationship with the person and/or its organization, such as a customer relationship with Assetti. The interests and fundamental rights and freedoms of the persons are respected, as no special categories of Personal Data are processed and the persons can expect Assetti's processing activities. Provision of Assetti's products and services and performance of a contract would not be possible without using the Personal Data. Assetti's security methods described in Section 10 are maintained by Assetti in order to protect the data from unauthorized access.

#### 5. **CONTENT OF REGISTER AND CATEGORIES OF PERSONAL DATA**

- 5.1. "**Personal Data**" means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- 5.2. The register includes the following data. Whether or not the data actually constitutes Personal Data depends on whether the data can be considered Personal Data according to the definition above. For example, if a data identifies only an organization such as a company, the data is not Personal Data.
- 5.3. The register includes the following data:
  - (a) name;
  - (b) user name;
  - (c) title;
  - (d) position;
  - (e) address;
  - (f) language;
  - (g) geographical area,
  - (h) employer or other organization;
  - (i) credit card information;
  - (j) email address;
  - (k) phone number;
  - (l) license IDs;
  - (m) IP address;
  - (n) possible responses to queries on Assetti's products and services and other comments on Assetti's products and services; and
  - (o) data on use of Assetti's products, services or websites.

## **6. SOURCES OF PERSONAL DATA**

- 6.1. The primary source of Personal Data is the person or the person's organization.
- 6.2. Other sources wherefrom Personal Data can be collected are:
  - (a) marketing data sources;
  - (b) usage of Assetti's products and services;
  - (c) communication with Assetti; and
  - (d) the only external source of the Personal Data of visitors of Assetti's websites are cookies according to Assetti's Cookie Policy. In addition, the visitors of Assetti's websites can give their Personal Data voluntarily e.g. when filling in forms on the websites.

## **7. RECIPIENTS OR CATEGORIES OF RECIPIENTS OF PERSONAL DATA**

Personal Data may be transferred to the following third parties for the following purposes:

- (a) Assetti's subcontractors e.g. in the payment and financial services or marketing and targeting field, who process Personal Data on Assetti's behalf only for the purpose of providing services to Assetti and with whom Assetti has entered into agreements regarding data processing.

## **8. TRANSFERS OF PERSONAL DATA TO THIRD COUNTRY**

- 8.1. Assetti does not transfer Personal Data to countries outside the European Economic Area (EEA) and European Union (EU) ("**Third Country**"), unless it is authorized to do so under mandatory applicable law or unless consented to or instructed by the person.
- 8.2. However, the person might use Assetti's products or services in Third Countries or the person might contact Assetti from locations in Third Countries. In such situations, it is deemed that the person has consented to the transfer of the relevant Personal Data to Third Countries. In such situations, if there is no other legal basis to transfer the data to a Third Country\*), the person is hereby informed of the risks of such transfers. Such risks may include that the level of protection of individuals arising out of the EU laws is not necessarily guaranteed in those Third Countries, which can include e.g. that third parties or authorities can have access to Personal Data to wider extent than according to EU laws, the security methods might not be at the level as regulated under EU laws and the person might not have effective remedies to inspect his/her Personal Data, rights to access the Personal Data or get the Personal Data corrected at the level as regulated under EU laws.
- 8.3. \*) A legal basis to transfer Personal Data to a Third Country can be the following: (i) the EU Commission has decided that the Third Country or a territory or a processing sector within that Third Country ensures an adequate level of protection, (ii) the transferee has concluded standard data protection clauses adopted by the EU Commission, or (iii) there is other legal basis for the transfer, such as so-called privacy shield approved by the EU Commission.

## **9. PERIOD FOR WHICH PERSONAL DATA WILL BE STORED**

Information regarding the contractual relationship is processed for the time until claims related to the contractual relationship expire. Personal Data might be necessary e.g. for the establishment, exercise or defence of legal claims.

## **10. METHODS HOW REGISTER IS SECURED**

Personal Data processed by Assetti is secured by using the following methods and principles:

- (a) locks at Assetti's premises;

- (b) surveillance systems of Assetti's premises;
- (c) firewall, anti-malware and spam filtering systems of Assetti's communication networks and systems;
- (d) high quality passwords;
- (e) personal user rights that can be traced in the systems;
- (f) limited number of superusers;
- (g) professional knowledge of Assetti's personnel;
- (h) training of Assetti's personnel; and
- (i) Assetti's policies and guidelines relating to Personal Data matters.

## **11. RIGHT OF ACCESS**

- 11.1. The person has the right to get information on which Personal Data on the person is being processed by Assetti or information that no such Personal Data is being processed.
- 11.2. Where such Personal Data is being processed by Assetti, Assetti shall provide the person with a copy of the Personal Data and the following information:
  - (a) the purposes of the processing;
  - (b) the categories of the Personal Data;
  - (c) the recipients or categories of recipients to whom the Personal Data has been or will be disclosed, in particular recipients in Third Countries defined in Section 8 or international organisations. If the Personal Data is transferred to Third Countries or international organisations, Assetti will also notify the person of the appropriate safeguards relating to the transfer;
  - (d) the period for which the Personal Data will be stored, or if that is not possible, the criteria used to determine that period;
  - (e) the existence of the right to request from Assetti rectification or erasure of the Personal Data or restriction of processing of the Personal Data concerning the person or to object to the processing of such Personal Data;
  - (f) the right to lodge a complaint with a supervisory authority;
  - (g) where the Personal Data is not collected from the person, information on the sources of the Personal Data; and
  - (h) the existence of automated decision-making, including profiling, and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the person.
- 11.3. For any further copies requested by the person, Assetti may charge a reasonable fee based on administrative costs.

## **12. RIGHT TO DATA PORTABILITY**

- 12.1. On the person's request, if Assetti processes the Personal Data based on the person's consent or based on a contract with the person and if the processing is carried out by automated means:
  - (a) Assetti shall provide the person with the Personal Data which he or she has provided to Assetti, in a structured, commonly used and machine-readable format;
  - (b) On the person's request and if technically feasible, Assetti will transmit the Personal Data which he or she has provided to Assetti, in the said format directly to another controller.
- 12.2. This right shall not adversely affect the rights and freedoms of others.

### **13. RECTIFICATION AND RIGHT TO LODGE COMPLAINT WITH SUPERVISORY AUTHORITY**

- 13.1. Assetti shall, at the person's request, without undue delay correct, erase or supplement the Personal Data contained in its Personal Data register in case of inaccurate or incomplete Personal Data taking into account the purpose of the processing.
- 13.2. If Assetti does not take such action on the person's request, Assetti shall inform the person without delay and at the latest within one (1) month of receipt of the request of the reasons for not taking action and on the possibility of lodging a complaint with a supervisory authority and seeking a judicial remedy.
- 13.3. The person has the right to lodge a complaint with a supervisory authority. The contact details of the Finnish supervisory authority are:  
<https://tietosuoja.fi/en/home>

### **14. RIGHT TO OBJECT PROCESSING**

The person has the right to object, on grounds relating to his/her particular situation, to the processing of Personal Data which is based on either of the following legal basis for processing: (i) when the processing has been found necessary for the purposes of the legitimate interests of Assetti or (ii) when the processing has been found necessary in order to protect the person's vital interests. The person however does not have the right to object, if Assetti demonstrates compelling legitimate grounds for the processing which override person's interests or fundamental rights and freedoms or for the establishment, exercise or defence of legal claims.

### **15. RIGHT TO RESTRICTION OF PROCESSING**

- 15.1. '**Restriction of processing**' means the marking of stored Personal Data with the aim of limiting its use in the future.
- 15.2. If the person requests, Assetti must restrict processing in the following situations:
- (a) the accuracy of the Personal Data is contested by the person, for a period enabling Assetti to verify the accuracy of the Personal Data;
  - (b) the processing is unlawful and the person opposes the erasure of the Personal Data and requests the restriction of its use instead;
  - (c) Assetti no longer needs the Personal Data for the purposes of the processing, but it is required by the person for the establishment, exercise or defence of legal claims; or
  - (d) the person has objected to the processing, but verification whether the legitimate grounds of Assetti override those of the person is still ongoing.
- 15.3. In the situations listed above, Assetti can only process the Personal Data:
- (a) with the person's consent or for the establishment, exercise or defence of legal claims;
  - (b) for the protection of the rights of another natural or legal person;
  - (c) for reasons of important public interest of the Union or of a Member State; and
  - (d) to store the Personal Data.

### **16. RIGHT TO BE FORGOTTEN**

- 16.1. The person has the right to have his/her Personal Data erased at his/her request if one of the following grounds applies:
- (a) the Personal Data is no longer necessary for the purposes for which it was collected or otherwise processed;
  - (b) the person withdraws consent on which the processing is based and where there is no other legal ground for the processing;

- (c) the person objects to the processing in accordance with Section 14;
- (d) the Personal Data has been processed unlawfully;
- (e) the Personal Data has to be erased for compliance with a legal obligation in EU or Member State law to which Assetti is subject; or
- (f) the Personal Data has been collected in relation to the offer of information society services.

16.1.2. However, Assetti does not have to erase the Personal Data based on above grounds to the extent Assetti still needs to process the Personal Data:

- (a) for exercising the right of freedom of expression and information;
- (b) for compliance with a legal obligation which requires processing by law to which Assetti is subject or for the performance of a task carried out in the public interest;
- (c) for reasons of public interest in the area of public health in accordance with legal requirements;
- (d) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with legal requirements; or
- (e) for the establishment, exercise or defence of legal claims.

## **17. AUTOMATED DECISION-MAKING AND PROFILING**

Automated decision-making or profiling is not used to process the persons' Personal Data at the moment by Assetti when it processes Personal Data according to this policy.