

## **Posti's campaign register**

**Processing of personal data in Posti's campaign register is the responsibility of Posti Ltd**

**Posti Ltd** (Business ID: 0109357-9)

Posti Customer Service

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Tel. +358 (0)600 94320 (EUR 1.84/answered call + local network charge/mobile call charge)

[www.posti.fi](http://www.posti.fi)

[asiakaspalvelu@posti.com](mailto:asiakaspalvelu@posti.com)

**Data Protection Officer:** [tietosuoja@posti.com](mailto:tietosuoja@posti.com)

### **Purpose and legal basis of personal data processing**

Posti processes personal data for Posti's and its group companies' marketing, direct advertising, campaigns, opinion polls, market research and similar activities. Posti may send newsletters, invitations and announcements via electronic and other channels. Posti may transfer data to a third party for processing.

The processing of data is based on the data subject's consent and the legitimate interests of Posti.

### **Data processed in the campaign register and its retention**

The campaign register may contain the following data:

- Given name and surname
- Year of birth
- Address
- Telephone number
- E-mail address
- Information concerning direct marketing consent or opt-out
- Other marketing-related identification data concerning the data subject
- Change/update information

The campaign register data will be retained until the data subject requests for its erasure or cancels the subscription of Posti's newsletter.

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### **Regular sources of data**

Data in the register originates from the customer. It is obtained, for example, when the customer participates in marketing campaigns, competitions, surveys or other similar marketing activities organized by Posti and, potentially, its partners.

Data in the register can be rectified and updated based on registers of Posti, its group companies and partners, as well as on data obtained from the Population Register Centre, Posti's address information system, and the opt-out register of the Data & Marketing Association of Finland (ASML) and other similar public and private registers.

### **Safe disclosure of data**

Posti may disclose data in the register to its group companies for marketing and customer service purposes. Data in the campaign register may also be processed by companies providing subcontracting services to Posti.

Due to the technical implementation of the processing of data, some data may be physically situated on external subcontractors' servers or hardware, where they are processed through a technical interface.

Personal data will not be transferred outside the European Union or the European Economic Area, unless it is necessary for the technical implementation of the service, e.g. system maintenance. In all cases, the precondition for disclosing and transferring data is that the parties receiving and processing the data have signed an agreement with Posti that includes the standard clauses approved by the EU Commission and ensures that the processing of data is carried out in compliance with the law.

### **Data protection principles**

The databases in the campaign register are protected by personal usernames and passwords. Data can only be accessed by persons employed by Posti Group or agents authorized by the Group who need the data for their work. Posti requires that both its personnel and its partners commit themselves to confidentiality when processing the data.

### **Rights of data subjects, access to information, rectification and completion of data, restrictions**

The data subject has the right to know about the processing of his or her personal data, to review his or her personal data and to request rectification of inaccurate data and

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completion of incomplete data. The data subject may request the erasure or transfer of personal data or request restriction of processing. When processing is based on consent, consent can be withdrawn at any time.

When logged in, data subjects can also submit a request for a review of personal data at [www.posti.fi/yhteystietoni](http://www.posti.fi/yhteystietoni).

Data subjects may also submit requests for review, rectification and completion by personally visiting Posti Ltd's address mentioned above or by sending a signed request to the said address or by sending a scanned copy of a request by e-mail to [asiakaspalvelu@posti.com](mailto:asiakaspalvelu@posti.com).

Requests will be handled on a case-by-case basis, as these rights may be subject to restrictions due to the circumstances.

All data subjects have the right to lodge a complaint with a supervisory authority, especially in the Member State where they have their habitual residence or place of work or where the alleged breach of the data protection regulation occurred (in Finland, the supervisory authority is the Data Protection Ombudsman).