

# Prospects and potential customers - privacy policy

<b>Creation date</b>	31.10.2021
<b>Data controller</b>	Suomen Kaukokiito Oy, Teollisuustie 7, 33330 Tampere, Finland tel. +358 (0)10 5100  Personal data processed by: Kuljetusliike Taipale Oy, Kuljetusliike Kantola & Koramo Oy, Kuljetusliike Y. Auramaa Oy and Kuljetusliike Ilmari Lehtonen Oy
<b>Contact person in matters related to the filing system</b>	Marjo Viitala Teollisuustie 7, 33330 Tampere, Finland tel. +358 (0)10 5100 tietosuoja@kaukokiito.fi
<b>Name of filing system</b>	Prospects and potential customers
<b>Purpose of personal data processing</b>	The register is used for the controller's business operations, the launching of new customer accounts and related communications. The collected data is used for the creation and maintenance of customer accounts as well as for the controller's other business needs.  The legal basis for the processing is the legitimate interest.
<b>Legitimate interest basis</b>	The launch of the customer relationship, negotiations and other activities related to the controller's business operations.  The legitimate interest of the controller to process the collected and used personal data is based on the direct marketing needs and the freedom to pursue a business. According to the EU General Data Protection Regulation, direct marketing is a legitimate interest of a company.
<b>Categories of personal data in question</b>	Name, represented organisation, contact information
<b>Recipients and recipient groups</b>	The controller's employees and outsourcing partners, where applicable (financial administration, marketing, IT maintenance).
<b>Concent</b>	The processing is based on the legitimate interest, so consent is not required.
<b>Data content of filing system</b>	The personal data register includes the following information: - First name and last name of the person - Represented company - Email address - Postal address - Telephone number - Web address - IP number - Information about the previous orders - Information from customer negotiations
<b>Regular data sources</b>	Data is collected from email messages, business cards and telephone contacts received from the customer as well as from physical meetings. Data may also be collected from other stakeholders, for example, through mass communication, marketing, contact forms on web pages or similar.  The data is not disclosed outside the controller organisation or for the use of its partners, except in matters related to a credit application, recovery or

	<p>invoicing and when required by the legislation or to the marketing partners. The data is only used for Kaukokiito's own business operation purposes. Personal data is not disclosed outside the European Union, unless it is necessary for ensuring the technical implementation of the controller or its partners.</p> <p>The personal data of the data subject are disposed of upon the user's request, unless otherwise required by the legislation, customer relationship management, open invoices or recovery actions.</p>
<b>Storage time</b>	The personal data is retained for ten (10) years.
<b>Regular disclosure of data</b>	<p>The register data can only be accessed by the controller and its employees, with the exception of situations in which an external service provider is used either to produce an added value service or support a credit decision. Data is not disclosed outside the controller organisation or for the use of its partners, except for the marketing partners or in matters related to a credit application, recovery or invoicing and when required by the legislation.</p> <p>The personal data of the data subject are disposed of upon the user's request, unless otherwise required by the legislation, customer relationship management, open invoices or recovery actions.</p>
<b>Transferring data outside the EU or the EEA</b>	Personal data is not disclosed outside the European Union, unless it is necessary for ensuring the technical implementation of the controller or its partners.
<b>Filing system's principles of protection A: Manual material</b>	<p>Documents containing manually processed customer information (e.g. printed emails or their appendices, printed online forms or similar) are stored, after the initial processing, in a locked and fire-safe storage premises.</p> <p>Only designated employees who have signed non-disclosure agreements have the right to process manually recorded customer information.</p> <p>The data in the register are safeguarded and processed in accordance with the provisions and principles of the Data Protection Act, instructions of the authorities and good data processing practices.</p>
<b>Filing system's principles of protection B: Electronically processed functions</b>	<p>Only the organisation's designated employees and employees of companies operating on behalf of the organisation have the right to use, for example, workstations whose software enables the maintenance of the information of potential customers. Each designated user has their own personal IDs and passwords. Each user has signed a non-disclosure agreement.</p> <p>The system is protected by a firewall, which provides protection for external contacts to the system, and the workstations are protected by suitable security software.</p> <p>The data in the register are safeguarded and processed in accordance with the provisions and principles of the Data Protection Act, instructions of the authorities and good data processing practices.</p>
<b>Rights of the data subject</b>	<p>According to the General Data Protection Regulation (GDPR), data subjects have the right</p> <ul style="list-style-type: none"> <li>to obtain information on the processing of their personal data of access to their data</li> <li>to rectification of their data</li> <li>to the erasure of their data and to be forgotten to restrict the processing of their data</li> <li>to data portability</li> <li>to object to the processing of their data</li> <li>not to be subject to a decision based solely on automated processing.</li> </ul> <p>The data subject has the right to request the restriction of the processing of</p>

	<p>their data; for example, if the personal data contained in the register is incorrect. Contacts to be submitted to the person responsible for the register.</p> <p>The data subject has the right to access their personal data and request the rectification or disposal of their personal data. The requests can be submitted to the register contact person.</p> <p>If you act as the contact person for a company or organisation, your data cannot be removed during this period.</p>
<p><b>Cookies</b></p>	<p>We use cookies on our websites. A cookie is a small text file sent to and saved on the user's computer. Cookies do not damage users' computers or files. The primary purpose of cookies is to improve and adapt the visitor's user experience on the website as well as to analyse and enhance the functionality and content of the website.</p> <p>Data collected by cookies can also be used for marketing and targeting the marketing as well as for marketing optimisation. A visitor cannot be identified solely on the basis of cookies. However, data collected by cookies can be linked to other information obtained from the user in other contexts, such as when the user fills out a form on our website.</p> <p>Cookies are used to collect the following information:</p> <ul style="list-style-type: none"> <li>- visitor's IP address</li> <li>- time of the visit</li> <li>- browsed websites and times of visiting</li> <li>- visitor's browser</li> </ul> <p>Your rights</p> <p>Users visiting our website can, at any time, disable the use of cookies by changing their browser settings. Most browsers allow the disabling of cookies and erasure of already saved cookies.</p> <p>Disabling cookies may affect the functionality of the website. GOOGLE ANALYTICS</p> <p>Statistical information on the use of our website is collected by the Google Analytics service.</p> <p>The purpose of this is the website's monitoring, development and marketing planning. The information of an individual user or person cannot be identified from the collected data.</p> <p>The website also uses Google Analytics Demographics to collect target group- and theme-related information, such as the user's age, gender and interests. Settings related to the collection of this information can be changed through your own Google account at <a href="https://www.google.com/settings/ads">https://www.google.com/settings/ads</a></p> <p>If you wish, you can disable Google Analytics tracking through the Chrome browser add-on.</p>
<p><b>Information source</b></p>	
<p><b>Automatic processing and profiling</b></p>	
<p><b>Right of access</b></p>	<p>Data subjects have the right to access the information that has been registered about them. The right of access request must be submitted in writing by contacting the controller's customer service or register contact person in Finnish or in English. The right of access request must be signed.</p> <p>The data subject has the right to prohibit the use and disclosure of their information for direct advertising, remote selling, direct marketing as well as marketing and opinion research by contacting the controller's customer service.</p>

<p><b>Right to lodge</b></p>	<p>If you deem that your personal data has been processed in breach of the General Data Protection Regulation, you have the right to lodge a complaint with the supervisory authority.</p> <p>The complaint can be lodged also in the Member State where you have your permanent place of residence or workplace.</p> <p>Contact details of the national supervisory authority:  The Office of the Data Protection Ombudsman  PO Box 800, Ratapihantie 9, 00521 Helsinki, Finland  tel. +358 (0)29 566 6700  tietosuoja@om.fi  <a href="https://tietosuoja.fi/en/home">https://tietosuoja.fi/en/home</a></p>
<p><b>Right of portability</b></p>	<p>The data subject has the right to transfer their information from one system to another.</p> <p>The transfer request can be submitted to the register contact person.</p>
<p><b>Right to rectification</b></p>	<p>Personal data saved in the register which is incorrect, unnecessary, incomplete or outdated in terms of the purpose of the processing must be rectified, removed or supplemented. The personally signed request for rectification must be submitted in writing to the controller organisation's customer service or the contact person of the personal data register. The request must specify which data is requested to be rectified and on what grounds. The data is rectified without undue delay.</p> <p>The rectification of the data is reported to the party from which the incorrect data was obtained or disclosed to. The person responsible for the register provides a written certificate of the refusal to rectify the data, which states the reasons for the refusal. The party concerned may refer the refusal to the Data Protection Ombudsman for a decision.</p>
<p><b>Other rights related to the processing of personal data</b></p>	<p>The data subject has the right to prohibit the disclosure and processing of their data for direct marketing and other marketing, the right to request for the anonymisation of their data, where applicable, and the right to be forgotten.</p>