

# Corporate customer register

## Privacy policy

Controller

Riihimäen kotikulma Oy (0592797-2)

Hämeenkatu 20

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Contact person for matters concerning the register

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Register

Corporate customer register

Date of preparation

2025-04-29

Legal basis for processing

Legitimate interest

Purpose of processing personal data

The purpose of the register is to maintain the organization's B2B customer register, manage, archive and process customer orders, and manage customer relationships.

The data can be used to develop operations, for statistical purposes, and to produce more personalized, targeted content in our online services. Personal data is processed within the limits permitted and required by the Data Protection Regulation.

The information in the register can be used in the organization's own registers, for example, to target advertising without disclosing personal data to external parties. The organization may use partners to maintain customer and service relationships, in which case parts of the register information may be transferred to the partner's servers due to technical requirements.

The information is processed only to maintain the customer relationship of the data controller organization through technical interfaces.

The organization has the right to publish the information contained in the customer register as an electronic or written list, unless the customer specifically prohibits it. In this case, the list refers to, for example, mailing labels for direct advertising or similar. The customer has the right to prohibit the publication of the information by notifying the customer service of the data controller, by email or the contact person of the register.

#### Legitimate interest ground

The controller's legitimate interest in processing the personal data collected and used is based on the freedom to conduct a business. The controller needs to process personal data in order to perform business-related tasks. The processing of personal data in this context cannot necessarily be justified by a legal obligation or a contract with an individual.

In the balancing test, the controller has determined that legitimate interest is the most appropriate processing ground for the nature, scope of the processing and the exercise of the rights and freedoms of the data subjects.

The controller has assessed that the activities in accordance with the legitimate interest will not cause serious harm to the rights and freedoms of the individuals (data subjects).

#### Personal data categories concerned

Personal data of data subjects representing business customers

User data of the above

#### Recipients and recipient groups

The controller's staff and outsourcing partners (financial administration) where applicable.

## Data content of the register

The personal register contains the following information:

- First and last name of the person
- The entity represented
- Business ID
- Email address
- Postal address
- Telephone number
- WWW address
- IP number
- Information about previous orders
- Login information in situations where it is enabled by the features.

## Regular data sources

Information is obtained from registrations made by the customer and notifications made by the customer during the customer relationship. Updates of name and contact information are also obtained from authorities and companies that provide update services.

Information can also be obtained from subcontractors who are related to the use or production of the service.

Information about other activities of customers in the digital environment can be obtained from partner websites, information systems or other digital sources that are logged in via an electronic invitation, via cookies or using the IDs given to customers.

The information in the customer register is only for the use of the organization, except when using an external service provider to provide a value-added service or to support a credit decision.

The information is not disclosed outside the organization or for the use of its partners, except in matters related to a credit application, debt collection or invoicing, and when required by

law. The personal data of the registered person is destroyed at the user's request unless legislation, open invoices or debt collection activities prevent the deletion of the information.

#### Retention period for personal data

10 years from the end of the customer relationship.

#### Regular disclosure of information

The information in the customer register is only for the use of the organization, except when using an external service provider to provide a value-added service or to support a credit decision.

The information is not disclosed outside the controller or for the use of its partners, except in matters related to a credit application, debt collection or invoicing, and when required by law.

The personal data of the registered person is destroyed at the user's request unless legislation, open invoices or debt collection activities prevent the deletion of the information.

#### Data transfer outside the EU or EEA

Register data is not routinely transferred outside the EU or EEA. However, it is possible that service providers outside the EU/EEA are used for processing or that the service providers' clouds are located outside the EU/EEA, in which case the SCC standard clauses are used as the basis for data transfer and additional safeguards have been implemented in data transfers, such as internal instructions (on pseudonymisation of personal data and the like) and possibly a TIA analysis if the situation requires it.

When the organisation processing personal data has committed to the EU-US Data Protection Framework (DPF), this will be used as the basis for the transfer during its validity.

#### Register protection principles A: Manual material

Contact information collected in customer transactions and other documents containing customer data that are manually processed are stored in locked and fire-proof storage facilities after initial processing.

Only designated employees who have signed a confidentiality agreement are entitled to process manually stored customer data.

The protection and processing of data in the register complies with the provisions and principles of the Data Protection Act, official regulations, and good data processing practices.

Register protection principles B: Electronic material

Only designated employees of the organization and companies acting on its behalf have the right to use and maintain the customer owner and customer register. Each designated user has their own personal username and password.

Each user has signed a confidentiality agreement.

The system is protected by a firewall that protects external contacts to the system.

The protection and processing of the register data complies with the provisions and principles of the Data Protection Act, official regulations and good data processing practice.

## Cookies

We use cookies on our website. A cookie is a small text file that is sent to the user's computer and stored there. Cookies do not harm the users' computers or files. The primary purpose of using cookies is to improve and customize the visitor's user experience on the website and to analyze and improve the functionality and content of the website.

The information collected through cookies can also be used to target communications and marketing and to optimize marketing activities. Visitors cannot be identified using cookies alone. However, information obtained through cookies can be linked to information that may have been obtained from the user in other contexts, for example when the user fills out a form on our website.

The following information is collected through cookies:

- the visitor's IP address

- the time of the visit
- the pages viewed and the times they were viewed
- the visitor's browser

#### Your rights

A user visiting our website has the option to prevent the use of cookies at any time by changing their settings in the cookie banner. Some browser programs also allow the cookie function to be disabled and cookies that have already been saved to be deleted.

Preventing the use of cookies may affect the functionality of the website.

#### Automatic processing and profiling

The personal data processed is not subject to profiling or automatic processing.

#### Right of inspection, i.e. right to access personal data

The data subject has the right to check what information is in the register about him/her. The inspection request is made by contacting the contact point of the data controller. The inspection request must be sent from a verifiably identifiable email address.

The data subject has the right to prohibit the processing and disclosure of his/her data for direct advertising, distance selling and direct marketing, as well as for market and opinion research by contacting the customer service point of the data controller.

#### Right to transfer data from one system to another

The data subject has the right to transfer his/her own data from one system to another.

The transfer request can be addressed to the contact person of the register.

#### Right to demand correction of data

Personal data in the register that is incorrect, unnecessary, incomplete or outdated in terms of the purpose of the processing must be corrected, deleted or supplemented.

The request for correction must be made from an identifiable email address to the controller's contact point.

The request must specify what information is requested to be corrected and on what basis. The correction will be carried out without delay.

The person from whom the incorrect information was received or to whom the information was disclosed will be notified of the correction of the error.

If the request for correction is denied, the person responsible for the register will issue a written certificate stating the reasons for the denial of the request for correction. The interested party may submit the denial to the Data Protection Commissioner for resolution.

#### Right to restriction

The data subject has the right to request the restriction of data processing, e.g. if the personal data in the register are incorrect. Contacts must be made from an identifiable email address to the controller's contact point.

#### Right to object

The data subject has the right to request personal data concerning him or her and the data subject has the right to request the correction or deletion of personal data. Requests must be made from an identifiable email address to the controller's contact point.

If you are a contact person for a company or organization, your data cannot be deleted during this period.

#### Right to lodge a complaint with a supervisory authority

If you consider that the processing of personal data concerning you has infringed the General Data Protection Regulation, you have the right to lodge a complaint with a supervisory authority.

You can also lodge a complaint in the Member State where you have your habitual residence or place of work.

The contact details of the national supervisory authority are:

Office of the Data Protection Commissioner

Visual address: Lintulahdenkuja 4, 00530 Helsinki

Postal address: P.O. Box 800, 00531 Helsinki

Telephone switchboard: 029 566 6700

Library: 029 566 6768

[tietosuoja@om.fi](mailto:tietosuoja@om.fi)

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

Other rights related to the processing of personal data

The data subject has the right to prohibit the disclosure and processing of his or her data for direct advertising and other marketing purposes, to demand the anonymization of the data where applicable, and the right to be completely forgotten.