

Privacy notice for data subjects who as individuals have registered as users of the data services of Suomen Asiakastieto Oy

1. **Controller: Suomen Asiakastieto Oy**, Elielinaukio 5 B, PL 16, 00100 Helsinki, www.asiakastieto.fi, www.omatieto.fi Suomen Asiakastieto Oy is part of Enento Group Plc, Elielinaukio 5 B, PL 16, 00100 Helsinki, www.enento.com
2. **Personal data which is processed**
 - Your name and email address
 - Your ID number if the usage of the service requires that (Tietovahti and monitoring credit information of another individual)
 - Recordings of the phone calls with you (you will be separately informed about the recording)

When you visit our website we will collect e.g.

- data concerning your purchases
- data about how you use our website
- technical data concerning your browser and your IP address

3. Purposes for processing your personal data

We process your personal data

- to manage the customer relationship with you
- to invoice you
- for marketing purposes
- to comply with legislation
- to send you possible customer feedback survey after you've contacted us or purchased a service

4. Legal basis for processing your personal data We process your personal data

We process your personal data for based on GDPR article 6.1 b for performance of contract we have with you and based on article 6.1 f to send you direct marketing concerning services in the same product group than the one the contract with you concerns. In case we have your consent, we also process your data for other marketing purposes. You have the right to withdraw your consent at any time and the withdrawal will be effective from when we receive it.

5. We also process your personal data based on GDPR article 6.1 c to comply with regulatory requirements and based on GDPR article 6.1 f and legitimate interest of Asiakastieto to send you possible customer feedback survey.

5. Special categories of personal data and personal data relating to criminal convictions and offences

We don't process sensitive category personal data or data relating to criminal convictions and offences concerning you.

6. Collection of your personal data

We collect your personal data from you when you contact us or register to use a service. You can give your contact details to us by filling in a form on our website, buying a service or contacting us by calling or by using chat on the website.

7. Third parties that we disclose your personal data to inside EU/EEA

- Service providers participating in executing our website and services, like payment service providers
- Authorities: Data requests based on legal obligation
- Data subjects for whom we have recorded a payment default entry and exercise their right to get access to their data or data subjects that have purchased Tietovahti service.
- Your personal data may also be disclosed to our processors to be processed on our behalf

8. Transfers of personal data outside EU/EEA area

Your personal data may in some situations be disclosed outside EU/EEA area for example to the processors we use. In these situations we ensure that your personal data is secured to an adequate level. We also use Standard Contractual Clauses and other measures to protect your personal data.

9. Profiling and automated decision-making

Asiakastieto does not process your personal data for profiling or automated decisionmaking purposes.

10. Retention periods

- Your name, ID number and email address will be kept for as long as you are our customer and for 24 months after that.
- If you have given your consent for marketing purposes, we will keep your data for this purpose for 5 years.

11. Your rights

You as the data subject whose personal data Asiakastieto is processing, have several different data subject rights towards us as the controller. Below you will find information on how to exercise these rights. We will process your request and respond to your request without undue delay and in any event within one month of receipt of the request.

- Right to information
 - You will receive the privacy notice when you register to use the service
 - If phone call with you is recorded, you will be separately informed about this at the beginning of the call.
- Right of access
 - If you want to know what personal data we process about you, please send an email to omatieto@asiakastieto.fi. We also provide secure email which you can access here <https://mail.asiakastieto.fi/>. If you want to limit your request to certain type of data please communicate that in the email.
- Right to rectification
 - If you want to request rectification of incorrect personal data concerning you, please send an email to omatieto@asiakastieto.fi. We also provide secure email which you can access here <https://mail.asiakastieto.fi/>.
- Right to erasure
 - If you want to request erasure of personal data concerning you please send an email to omatieto@asiakastieto.fi. We also provide a secure email which you can access here <https://mail.asiakastieto.fi/>.
- Right to restriction of processing
 - If you want to request restriction of processing of your personal data please send an email to omatieto@asiakastieto.fi. We also provide a secure email which you can access here <https://mail.asiakastieto.fi/>.
- Right to data portability
 - You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller.
 - If you want to exercise your right to data portability please send an email to omatieto@asiakastieto.fi. We also provide a secure email which you can access here <https://mail.asiakastieto.fi/>.
- Right to object
 - You have the right to object, on grounds to your particular situation, the processing of your personal data which is based on public interest (art 6.1 e) or legitimate interest (art 6.1 f).
 - If you want to exercise your right to object to processing please send an email to omatieto@asiakastieto.fi. We also provide a secure email which you can access here <https://mail.asiakastieto.fi/>.
 - If you want to object to processing your data for marketing purposes, please send an email to above mentioned email address and we will stop processing your personal data for this purpose immediately.

12. Updating this privacy notice

This privacy notice can be updated time to time and new version will be published on this site.

13. Contact info and possible complaints

If you have questions about how we process your personal data, please contact our customer service at omatieto@asiakastieto.fi. We also provide a secure email which you can access here <https://mail.asiakastieto.fi/>.

Asiakastieto has appointed a Data Protection Officer. You can contact the DPO by sending email to [dpo\(a\)enento.com](mailto:dpo(a)enento.com).

If you are not satisfied with how we process your personal data, you have the right to file a complaint with supervisory authority, The Data Protection Ombudsman (Lintulahdenkuja 4, 00530 Helsinki, [tietosuoja\(a\)om.fi](mailto:tietosuoja(a)om.fi))

Privacy notice has been updated 2/2025