

Privacy notice for data subjects whose data is included in Suomen Asiakastieto Oy Contact database

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**

- Name
- Phone number
- Postal address in case it has been connected to the phone number
- Information on possible direct marketing ban

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

- 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 create and provide directory inquiry service. Your personal data will also be processed to send you possible customer feedback survey after you've contacted us.

4. **Legal basis for processing your personal data**

We process your personal data based on GDPR article 6.1 c to create and provide directory inquiry service meant in the Act on Electronic Communications Services. Conditions for processing the data are separately agreed upon in customer contracts and/or terms of use. Data recipients are obliged to disclose the source of the data in addressed direct marketing and telemarketing.

We also process your personal data based on GDPR article 6.1 f and legitimate interest of Asiakastieto to send you possible customer feedback survey after you've contacted us.

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 personal data concerning you from third parties which are

- Suomen Numeropalvelu Oy database for phone subscriptions
- Posti Oyj address database
- Marketing prohibition register maintained by Suomen Asiakkuusmarkkinointiliitto

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

We disclose your personal data to business customers of Asiakastieto. 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 automatic decision making purposes.

10. Retention periods

We keep your data until we are informed of termination of your phone subscription and otherwise for the rest of your life.

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
 - Data subjects will not be separately informed about processing of the personal data since obtaining is expressly laid down by law to which the controller is subject and which provides appropriate measures to protect your legitimate interests.
Tele communication service providers have provided information about processing of personal data to their customers.
- Right of access

- If you want to know what personal data we process about you, please send an email to omatieto@asiakastiето.fi. We also provide secure email which you can access here <https://mail.asiakastiето.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@asiakastiето.fi. We also provide secure email which you can access here <https://mail.asiakastiето.fi/>.
- Right to erasure
 - If you want to request erasure of personal data concerning you please send an email to omatieto@asiakastiето.fi. We also provide a secure email which you can access here <https://mail.asiakastiето.fi/>. ○ We will remove your personal data based on your request and you will no longer be able to use Asiakastiето services after that.
- Right to restriction of processing
 - If you want to request restriction of processing of your personal data please send an email to omatieto@asiakastiето.fi. We also provide a secure email which you can access here <https://mail.asiakastiето.fi/>.
- Right to data portability
 - You don't have the right to data portability, since Asiakastiето is not processing your personal data based on consent or for performance of contract between you and Asiakastiето.
- 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@asiakastiето.fi. We also provide a secure email which you can access here <https://mail.asiakastiето.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@asiakastiето.fi. We also provide a secure email which you can access here <https://mail.asiakastiето.fi/>.

Asiakastiето 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 12/2025