

Privacy notice for data subjects whose data is included in Suomen Asiakastieto Oy Marketing 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**

- Your name
- Your phone number
- Your postal address
- Your birth year, in case it has been communicated to data source
- 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 for marketing purposes. We process data to be able to disclose it to our business customers to be used for consumer marketing purposes for marketing and sales or marketing research and updating customer databases. Asiakastieto also processes your personal data 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 for marketing purposes based on GDPR 6.1 f and the legitimate interest of Asiakastieto and its customers. The conditions for processing personal data are separately agreed upon in Asiakastieto 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 to send you possible customer feedback survey based on GDPR article 6.1 f and legitimate interest of Asiakastieto.

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

- Asiakastieto contact database (please see separate Privacy notice)
- Marketing registers of our partners
- 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 automated decision-making purposes nor process it to make decisions which produce legal effects concerning data subjects or similarly significantly affects them.

Data in Marketing database will be used for profiling. Automatically processed data that indicates your personal statistical attributes used for profiling are e.g. your values and approaches, your life stage, your educational level and characteristics of your household, mainly profiling is based on where you live, your age and sex. Profiling aims to target marketing to specified customer segments and to describe customer database more specifically.

Database data is also used for statistical purposes, where single data subjects are not identified.

10. Retention periods

The recipients of the data are allowed to process data for two months after disclosure. Asiakastieto stores the data in its database for 60 days after which data can be uploaded again from data sources.

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**

Third parties disclosing your personal data to us have given you information about processing when collecting the data. Telecommunication 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@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 don't have the right to data portability, since Asiakastieto is not processing your personal data based on consent or for performance of contract between you and Asiakastieto.

- **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 12/2025

