

Oy Lining Ab Privacy Statement

19.2.2018

Introduction

The careful and cautious handling of your personal data is important to us at Oy Lining Ab. We process your personal information in accordance with data protection legislation and best practices in information management and processing.

The information we handle can be categorized into: user-provided data, data observed from the use of online services, and data derived through analytics.

We use this information for the delivery and personalization of services, customer service, and displaying more relevant advertising.

Please note that our website may contain links to the websites or services of other companies, which have their own separate privacy policies from Oy Lining Ab. In such cases, we recommend reviewing the privacy practices of these third-party entities.

Our privacy practices may change slightly as we develop our services or as legislation evolves. Up-to-date information about our practices can be found on the company website (www.lining.fi).

Additional Information:

In the processing of personal data, we always adhere to the fundamental principles defined in data protection regulations:

- Personal data must be processed lawfully, fairly, and transparently for the data subject ("lawfulness, fairness, and transparency").
- Personal data must be collected for specific, explicit, and legitimate purposes, and must not be processed later in a manner incompatible with these purposes ("purpose limitation").
- Personal data must be adequate, relevant, and limited to what is necessary in relation to the purposes for which they are processed ("data minimization").
- Personal data must be accurate and, if necessary, kept up to date; all reasonable measures must be taken to ensure that inaccurate or incomplete personal data are erased or rectified without delay in relation to the purposes for which they are processed ("accuracy").
- Personal data must be kept in a form that permits identification of the data subject only for as long as necessary for the purposes of processing ("storage limitation").
- Personal data must be processed in a manner that ensures the appropriate security of personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organizational measures ("integrity and confidentiality").

For what purposes do we collect your personal data?

Your personal data may be used for the provision of products and services, responding to your requests and inquiries, fulfilling contracts, processing orders, and other similar functions. Your information is also utilized for risk management at Oy Lining Ab, as well as fulfilling obligations based on legislation and regulatory requirements, such as user identification, ensuring information security, and preventing and investigating misuse.

We also use your personal data for customer communication. For instance, we may send you newsletters and notifications regarding changes to our products and services. With your permission, or when otherwise permitted, we may use your personal data for marketing our products and conducting market research. Additionally, we may use your personal data to tailor our products and services to you, for example, by recommending or displaying targeted content in our services.

With your permission and within the limits permitted by law, we may also combine information collected in connection with a specific product and/or service with information collected in connection with our other products and/or services.

What information do we collect?

Our registry at Oy Lining Ab contains personal data of individuals in customer relationships. We collect the following personal data about you:

User-provided or personally identifiable information:

- Contact information, such as name, address, phone number, email address.
- Registration information required for digital accounts, such as username, alias, password, and any other unique identifier.
- Demographic information, such as title or profession and native language.
- Information related to customer relationships, including billing and payment details, product and order information, customer feedback and communications, contest and competition response information, and cancellation details.
- User-provided profiling and interest information.
- Permissions and consents.
- Information provided in surveys and research.
- Other information collected with the user's consent.

Information observed from the use of services:

- Usage and browsing data of service features, ads displayed, and information about ad clicks.
- The page from which the user has navigated to our site, device model, unique device and/or cookie identifier, data collection channel (internet browser, mobile browser, application), browser version, IP address, internet service provider, session identifier, session time and duration, screen resolution, and operating system.
- For observed, non-logged-in users, a typical identifier is a cookie or a similar identifier.
- Location data, such as coordinates calculated through GPS or WLAN access points or mobile network base stations, if the user has given explicit permission for this.
- We track which files users download from our website. This information helps us determine what information is most relevant to our website users.
- On certain pages, we use separate analytics software to analyze the structure of our website. We can check if people are experiencing problems navigating the website. This allows us to improve the structure and provide a better experience for visitors.
- Other information collected with the user's consent.

How do we collect your personal data?

We primarily collect your personal data directly from you, either verbally or in writing. These may be data collected by ourselves or our partners on our behalf.

Forms submitted through the pages contain personal data, at a minimum, including first name, last name, and email address. By submitting the form, you agree that the owner of the pages stores the provided personal data in their system to fulfill the requested service.

We may also have access to data collected by the services we use. Additionally, we receive information from registers maintained by authorities, credit information and customer default registers, as well as other reliable registers.

We may use cookies (small text files stored on your device) on our websites to ensure the optimal functioning of our services.

Use of Cookies:

The stored information is saved in the form of a cookie or a similar file. This enables us to serve you better. Cookies are small text files transferred from a website to your hard drive or browser, which can then store the cookie on your hard drive.

According to the Electronic Communications Privacy Act, the storage of cookies or other information describing the use of the service on the user's terminal device and the use of this information is allowed for the service provider if the user has given their consent, and the service provider provides the user with clear and comprehensive information about the purpose of storage or use.

Oy Lining Ab may use cookies to identify returning visitors and to determine the sequence in which pages are used. The goal is to measure how effectively Oy Lining Ab's websites are presented on the Internet. The information collected through cookies is combined and compiled anonymously.

Cookies provide information about the time and duration of your visit to the website, as well as the pages you visited and the website from which you came to our site. They also reveal your Internet service provider. With this information, we can measure website traffic and customize the site according to your preferences. The goal is to make the website usage faster and more useful. As the data indicates how and when our site is used, we can continuously improve the site. Cookies are used only to view the data stored on your hard drive by the website. We do not collect personal information, such as names or email addresses, through cookies.

We use both session and persistent cookies. Session cookies exist only for the duration of a session, or a single interaction, and are automatically deleted when the browser is closed. Persistent cookies exist for a specified period and remain on the computer even after the session ends unless you manually delete them before that.

Cookies do not harm your device or files.

You can control the use of cookies through browser management functions. More information about cookies can be found in the privacy or help documentation of each browser.

The use of cookies may change due to continuous developments in web technology. The following list aims to provide information about the purposes of our cookie usage:

Google:

We use Google's remarketing cookies, allowing us to display targeted banner ads to website visitors when they browse other sites. Remarketing cookies help us manage settings to ensure that visitors are not shown too many of our ads.

YouTube:

We have embedded YouTube videos on certain pages of our website. YouTube (owned by Google) sets specific cookies when a visitor clicks the YouTube button in the video player.

Google Analytics:

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). To analyze website usage, Google Analytics sets cookies (text files) on your computer. Information added to the cookie (such as IP address) is transmitted to and stored by Google on servers in the United States when you use the website. Using this data, Google assesses website usage, compiles usage reports for the website owner, and provides other services related to website activities and internet usage.

Google may also disclose data to third parties if required by law or if a third party processes the data on behalf of Google.

Google does not link the user's IP address to other data. You can prevent the use of cookies through your browser settings, but this may affect the functionality of the website. By using this website, you consent to Google processing your personal data as described above and for the purposes outlined above.

How do we process your personal data?

We process your personal data in compliance with the data protection regulation, respecting your rights and freedoms. We ensure that data protection principles are followed in all stages of personal data processing.

Only employees of Oy Lining Ab or its partners who have the right to process personal data handle your information. We have ensured the awareness and expertise of our staff in data security through continuous training and up-to-date guidelines.

Your personal data may be processed in various information systems managed either by Oy Lining Ab or its partners.

Additional Information:

With our partners, we have valid security agreements in accordance with data protection regulations. According to these agreements, we have received sufficient assurances from data processors that their handling of personal data meets the requirements of data protection regulations.

In the context of personal data processing, we have implemented appropriate technical and organizational measures for the enforcement of data protection principles. Technical and organizational measures refer to protective measures such as employee training, guidelines and directives provided to employees, confidentiality commitments, space monitoring, usage monitoring through self-monitoring, information system security, data encryption, data anonymization, data pseudonymization, audits, remote access connections, technical restrictions, inspection and surveillance systems, data accounting processes, code of conduct, and the implementation of certificates.

To whom do we disclose your personal data?

Oy Lining Ab purchases certain personal data processing services from partners. We have chosen partners who adhere to good practices in personal data processing through appropriate technical and organizational measures, comply with the requirements of data protection regulations, and can ensure the realization of your rights.

There is a written agreement with all partners, specifying the subject, purpose, and duration of personal data processing, as well as the agreed-upon processed personal data.

We primarily process data within the EU and EEA.

How long do we retain your personal data?

We retain your information for at least the duration of the customer relationship. After the termination of the customer relationship, the retention period depends on the nature of the data and its purpose. Our general guideline is a retention period of 2 years.

We strive to keep the personal data we hold accurate and up-to-date by removing unnecessary information and updating outdated data.

Your rights as a customer

As a customer, you have the right to inspect the information concerning yourself, request correction of incorrect or incomplete information, and request the deletion of unnecessary or outdated information from the registry. You also have the right to object to the use of your data for direct marketing, market research, and opinion polls either by contacting the data controller or by unsubscribing from the mailing list using the "Unsubscribe" link.

You have the right to be notified of a personal data security breach.

We are obligated to personally notify individuals whose data is affected by a personal data security breach. This right comes into effect if the breach is likely to result in a high risk to the individual's rights and freedoms, for example, in cases of identity theft, payment fraud, or other criminal activities.

How can you contact us?

Please address inquiries and requests regarding the processing of personal data primarily to the CEO, Pasi Mönkäre (pasi.monkare@lining.fi).