

Website visit register – Privacy Statement

Drawn up on	24 April 2021
Controller	Mastermark Oy Piiskakuja 7, FI-20380 Turku +358 46 851 2316 heli.ahonen@mastermark.fi
Contact person in matters concerning the file	Heli Ahonen Piiskakuja 7, FI-20380 Turku +358 46 851 2316 heli.ahonen@mastermark.fi
Name of file	Website visit register
Legal basis and purpose of personal data processing. Whether the provision of data is a statutory or contractual requirement	The file's purpose of use is to guarantee the security of the company's website. The data obtained (IP address) is used only in fault situations and when investigating data breaches. The basis for processing is the legitimate interest.
Basis for legitimate interest	General web security and practice. The controller's legitimate interest to process the collected and used personal data is based on the freedom to pursue an economic activity.
Personal data categories involved	IP address, time of visit and pages visited.
Recipients and recipient groups	The restricted, authorised personnel of the company providing the website maintenance server.
Consent	
Data content of file	The personal data register contains the following information: - IP address - Time of the website visit - Pages visited by the visitor
Regular sources of data	Data is obtained from the customer from online visits to the organisation's website.
Retention period for personal data	The data will never be completely erased.
Regular disclosure of data	Access to the data contained in the file is limited to the company, except when an external service provider is used, in which case they also have access to the data. The data is not disclosed to parties outside the company or to its co-operation partners in events other than data breaches and similar.
Transfer of data outside the EU or EEA	Personal data is not transferred outside the European Union unless it is necessary to ensure the technical implementation by the company or its co-operation partner.

<p>File protection principles A: Manual materials</p>	
<p>File protection principles B: Activities processed using automatic data processing</p>	<p>Only designated employees of the organisation and the companies acting on its behalf have the right to access the website maintenance server.</p> <p>Each designated user has a personal user ID and password. Each user has signed a non-disclosure agreement.</p> <p>The system is protected by a firewall that protects it from intrusions.</p> <p>The provisions and principles laid down in the Finnish Data Protection Act, authorities' regulations and good data processing practices are complied with in protecting the data in the file.</p>
<p>Cookies</p>	<p>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 users' computers or files. The primary purpose of using cookies is to improve and adapt the visitor's user experience on the website and to analyse and improve the website's functionality and content.</p> <p>The data collected with the help of cookies can also be used in targeting communications and marketing and in optimising marketing measures. Visitors cannot be identified based on cookies only. However, data obtained through cookies can be associated with other data possibly obtained from the user in another context, for example when the user fills in a form on our website.</p> <p>Cookies are used to collect the following data:</p> <ul style="list-style-type: none"> - visitor's IP address - time of the visit - browsed pages and browsing times - visitor's browser <p>Your rights</p> <p>Users visiting our website have the opportunity to block the use of cookies anytime by changing their browser settings. Most browsers allow disabling cookies and removing cookies that have already been saved.</p> <p>Disabling cookies may affect the website's functionality. GOOGLE ANALYTICS</p> <p>Usage statistics data is collected from the website for the Google Analytics service for tracking the website traffic, developing the website and planning marketing. Individual users or persons cannot be identified based on the collected data.</p> <p>In addition, the website uses Google Analytics Demographics to collect data on users' age and gender and topics of interest, among other things. You can change the settings related to the collection of this data in your Google account at https://www.google.com/settings/ads.</p> <p>If you wish, you can disable the Google Analytics tracking with the Chrome opt-out browser add-on.</p>
<p>Automatic processing and profiling</p>	

<p>Right of access to personal data.</p>	<p>The data subjects have the right to know what information concerning them is stored in the file. The access request must be made in writing by contacting the company's customer service or the file's contact person in Finnish or English. The access request must be signed.</p> <p>The data subjects have the right to prohibit the processing and disclosure of their personal data for purposes of direct advertising, distance selling and direct marketing, as well as for market research and opinion polls, by contacting the company's customer service point.</p> <p>The controller has the right to invoice the request if it incurs costs for obtaining the data.</p>
<p>Right to data portability from one system to another</p>	<p>The data subjects have the right to transfer their data from one system to another.</p> <p>The transfer request can be addressed to the file's contact person.</p>
<p>Right to rectification</p>	<p>Any personal data contained in the file that is unnecessary for the purpose of processing, erroneous, incomplete or obsolete must be rectified, erased or completed.</p> <p>The rectification request must be made by addressing a written request, signed by the data subject personally, to the company's customer service or the party maintaining the personal register.</p> <p>The request must specify what data is requested to be rectified and on what grounds. The rectification shall be carried out without delay.</p> <p>Notification of rectification shall be sent to the party who provided the inaccurate data or to whom the data was disclosed. If the rectification request is rejected, the person responsible for the file will issue a written certificate detailing the grounds for the rejection. The concerned party can request that the rejection be resolved by the Data Protection Ombudsman.</p>
<p>Right to restrict</p>	<p>The data subjects have the right to request the restriction of the processing of their data if, for example, the personal data in the file is inaccurate. For this, the person responsible for the file should be contacted.</p>
<p>Right to object</p>	<p>The data subject has the right to obtain the personal data concerning him or her and the right to request the rectification or erasure of his or her personal data. The requests can be addressed to the file's contact person.</p> <p>If you act as the company's or organisation's contact person, your data cannot be erased during that time.</p>
<p>Right to file an appeal with the supervisory authority</p>	<p>If you consider that the processing of your personal data is in breach of the General Data Protection Regulation, you have the right to file a complaint with the supervisory authority.</p> <p>You can also file the complaint in the member state in which you have a permanent residence or workplace.</p> <p>Contact information of the national supervisory authority: Office of the Data Protection Ombudsman P.O. Box 800, Ratapihantie 9, 00521 Helsinki, Finland Tel. +358 29 56 66700 tietosuoja@om.fi www.tietosuoja.fi</p>
<p>Other rights related to personal data processing</p>	<p>The data subject has the right to prohibit the disclosure and processing of his or her personal data for direct advertising and other marketing, demand the anonymisation of his or her data as applicable and the right to be forgotten.</p>