

## **Pesmel Privacy Policy**

Pesmel Oy (“we or Pesmel”) is committed to respect your privacy and to complying with the laws applicable to processing personal data, meaning the EU General Data Protection Regulation (GDPR) and section 10 of the Finnish Personal Data Act (523/1999).

This Privacy Policy explains why we collect personal information about you and what we do with it, what personal information we collect, for how long we store it and who we may share it with. Please read this Privacy Policy carefully.

### **Why do we collect personal information?**

We collect, store and use personal information for providing and delivering products and services, invoicing, collecting debt, processing complaints, providing customer support and measuring customer satisfaction, if you or the company you represent, use or buy our products or services.

To the extent permitted by law, we collect, store and use personal information about you for marketing and direct marketing purposes.

We process personal data concerning employees and job applicants for HR administration purposes only and to meet our obligations with regard to employment contracts as well as our statutory obligations related to employment relationships, and to assess job applicants and fill open positions.

### **How do we use the personal information?**

We use the personal data to be able to deliver the products and/or services and to provide support to the services. We need the personal information to send you operational information about the products and/or services, and for contractual and financial reasons. We use your personal data to market our services, and to provide information about new products and services, newsletters and invitations to our events. The personal data that you provide us with will be used for responding to your questions or requests, and will be stored in our systems due to administrative and back-up reasons.

### **Where and how do we collect the personal information?**

We mainly collect personal data from you directly when you contact us or use our products and/or services. We also collect personal data when you make an enquiry on our web-site, register for Pesmel newsletters or other forms on [www.pesmel.com](http://www.pesmel.com).

As a rule, we only process personal data related to our customers (including potential customers), employees and job applicants.

We use services provided by paper and metal associations and FisherSolve™ database to collect personal data related to our customers and potential customers. We use services provided by Snoobi Analytics, to collect data about our website visitors in order to analyze and further improve our website and target relevant marketing.

We might also collect personal information about you from public sources and registers, such as social media like LinkedIn and/or the website of the company you work for.

If we collect personal information about you from any other source than yourself, we always specify where we got the information.

We will only use your personal data when the law allows us to. With regard to the information stored in our customer and marketing data files, we mainly process data to prepare and execute offers and agreements. The legal basis for our processing of your personal data is that processing is necessary for the purpose of the legitimate interests of Pesimal to market our products and services, to process customer feedback and to respond to your questions and enquiries.

### **What information do we collect from you?**

The information we collect will in most cases include:

- The name of the customer's employer company, the first and last names of the contact person, business address, business e-mail address, telephone number and job title
- Categorization information about industry the customer's employer company represents (e.g., paper, metal)
- The content of your message to us and other information you provide us with
- Information submitted via contact forms
- Customer feedback information
- Information about the contact person's marketing permissions and/or prohibitions

We might also collect:

- IP addresses and other identifier
- Twitter, LinkedIn or other social media accounts, and activities on Pesimal's website
- Order, invoicing and delivery information
- Data collected through cookies
- Data collected through the use of our online service

Food preferences and other information you provide us with might be collected by our marketing department.

### **How long do we keep hold of your information?**

Your data is stored in our accounts for as long as it is necessary for its purpose of use or is required by a contract or agreement of by law.

We also seek to update your data, if necessary. We will not keep more data than we need.

If we are required to store customer information or other personal data by law, such as the Accounting Act, we store the personal data until the statutory obligation expires.

## Who might we share your information with?

We may pass your personal data on to third-party service providers contracted by us. We use software service providers for storing of data, providing support to our services, managing and administering customer relations and managing and administering our marketing and sales activities. All contracted third-party service providers are obliged to keep your details securely, and to use them only to fulfil the service they provide us, or our customers on our behalf.

To ensure the safety of your personal data, we only use third-party service providers in the EU bound to compliance with the European Data Protection legislation (including the EU General Data Protection Regulation 2016/679 “GDPR”).

Apart for contracted third-party service providers your information will not be shared with anyone else. Please note however, that we can provide access to your personal data in case of illegal or abusive use, or in case we receive orders from a competent legal authority.

## What rights do you have to your information?

Our processing of your personal data is carried out in accordance with the European Data Protection legislation, which prevents us from making unlawful use of your personal data.

At any time, you have the right to:

- request a copy of the information that we hold about you
- correct the data that we hold about you
- ask for the data we hold about you to be erased from our records
- ask for restriction of our use of your personal data
- object to certain types of processing
- have your personal data transferred to another organization

To exercise your rights, please contact us by, for example, sending an e-mail to [privacy@pesmel.com](mailto:privacy@pesmel.com).

## Contact information of Pesmel

Pesmel is the responsible controller for the processing of your personal data as described in this Privacy Policy. If you wish to contact us regarding your personal data please use the following contact information:

### E-mail

[privacy@pesmel.com](mailto:privacy@pesmel.com)

### You can write to

Pesmel Oy / Privacy policy  
Päntäneentie 3  
61800 Kauhajoki  
Finland

## Changes to this privacy policy

We may update these principles as our operations develop or amendments are made to laws. Any changes will come into effect once we have published the updated privacy policy. For this reason, you should re-study the content of this privacy policy from time to time.

The privacy policy was last updated July 4, 2018.