

# PRIVACY POLICY

Valid from 23.01.2023.

## Data controllers

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## Data Protection Officer

Company: Uunilintu, Via Karelia Crafts  
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Miina Mustonen, Ella Häkkinen and Emilia Fearnley (Via Karelia Crafts) are committed to protecting the privacy of their customers and offer the possibility to influence the processing of data. This Privacy Policy informs our customers about the processing of their personal data. Customers must accept the terms of this Privacy Policy in order to use the company's services.

### **Name of the register and reason for maintenance:**

customer register under the Data Protection Act, general mailing list (email list)  
Websites related to the register: <https://www.viakareliacrafts.com>

### **Purpose of the register**

The personal data collected will be used to identify the customer and manage access rights. To deliver orders to registered users and to maintain and develop customer relations. The information we collect can be broken down into information provided by the user, information observed through the use of online services and information derived through analytics. The personal data in the register is used to communicate with users on the email list and to manage and maintain the customer relationship between the company and its customers. The user is informed about news and current events on the website in accordance with the Data Protection Act. The user agrees that the company may also send direct marketing, direct mail, opinion, marketing research material and/or other similar addressed mailings via e-mail.

## **Grounds for data collection and processing**

Customer data is collected and processed with the customer's consent, or in order to implement a contract with the customer. This data can include: first name, last name, e-mail address, telephone number. Business customer's personal and/or company data (business name, e-mail address, postal address, postal town and number). Registration details: username and password. Customer relationship information; billing and payment information, order information, vendor and affiliate information, customer feedback, contacts, sweepstakes and contest responses, cancellation information, site user emails, site user permissions and consents, user usage information such as clicks on links, pages or posts visited, time of activity. A user subscribed to the mailing list may at any time remove his/her data from the register by clicking on the link provided in each letter.

### **Payment traffic data**

The invoice is sent either as an e-mail attachment, as an e-invoice or, in some cases, by post. Invoices are sent and checked by the company itself. The customer's online bank or credit card payment details are not stored in the company's systems but remain in the records of the company responsible for the transmission of payments.

### **Data retention period**

Personal data is kept for as long as it is necessary for the performance of a contract with a customer or for the development of customer service.

### **Regular data sources**

The register collects data from the individual himself/herself. From registers held by public authorities to the extent permitted by law (e.g. ytj.fi). Data is also collected using the Google Analytics tool. Materials, images, advertisements, press releases may contain links to third party websites. The linked websites are not under the control of the company and the company is not responsible for the content of third party websites or the links contained in such websites. If a user accesses a linked website, the user should read the privacy policy, cookie collection information and other applicable terms of use of that website for himself/herself.

Articles on this website may contain embedded content (e.g. videos, images, articles, etc.). Accessing embedded content from other sites is comparable to visiting a third-party site. These sites may collect information about you, use cookies, embed third-party tracking cookies and monitor your interaction with embedded content, including tracking your interaction if and when you are logged in as a user to the site.

### **Regular data disclosures and data transfers outside the EU or the European Economic Area**

No information will be disclosed outside the company for marketing, sales, opinion or market research purposes. However, personal data may be disclosed to public authorities upon request in accordance with Finnish law. The register is stored in an information system and is protected and located in such a way that unauthorised parties do not have access to the register data. Via Karelia Crafts stores customer data in Finland. Personal data may be transferred outside the European Union if this is necessary to ensure the technical implementation of the company or its partners. Via Karelia Crafts ensures a high level of data security and protection when transferring and processing data in accordance with the EU Data Protection Regulation. Some of the external service or software providers used by the company may store data outside the EU or the European Economic Area.

## **Use of cookies**

We use cookies on our website. A cookie is a small text file that is sent to and stored on a user's computer, which enables the website operator to identify frequent visitors to the website, to facilitate visitor logins and to allow the compilation of aggregate data about visitors. This feedback allows us to continuously improve the content of our website. Cookies do not harm users' computers or files. We use them to provide our customers with information and services tailored to their individual needs.

If a user visiting our website does not want us to receive the above information through cookies, most browsers allow you to disable the cookie function. This is usually done through the browser settings.

However, please note that cookies may be necessary for the proper functioning of some of the pages we maintain and services we provide.

## **Protection of the register**

Data is transferred over an SSL-secured connection.

Electronic data is protected by a firewall, usernames and passwords.

Access to the data is restricted to those persons employed by the controller who need the data for their tasks.

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## **Automated decision-making**

No automated individual decisions (Article 22 of the EU General Data Protection Regulation) are taken.

## **Rights of the data subject**

The data subject has the right to check what data relating to him or her have been recorded in the personal data file. A written request for inspection must be signed and sent to the person responsible for the register.

The right of inspection is free of charge and is exercised no more than once a year.

The data subject has the right to request the rectification or erasure of inaccurate or outdated data or the transfer of data from one system to another. They also have the right to restrict or object to the processing of their data in accordance with Articles 18 and 21 of the EU General Data Protection Regulation.

Data subjects have the right to withdraw their prior consent to the processing of their data or to lodge a complaint with a supervisory authority about the processing of their personal data.

Data subjects also have the right to object to the use of their data for direct marketing purposes.