

Sakea Osakeyhtiö Ltd

Privacy Statement

Privacy statement based on the personal data legislation (particularly General Data Protection Regulation, 2016/679).

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CONTROLLER

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NAME OF THE REGISTER

Stakeholder, customer register of Sakea Ltd

LEGITIMACY OF PROCESSING OF THE PERSONAL DATA

The processing of the personal data included in the register is based on:

1. consent the data subject has given when registering;
2. customer relationship or co-operation between Sakea and the data subject, for which purpose the processing of the personal data is necessary.
3. processing is necessary for the purposes of the legitimate interests pursued by Sakea

PURPOSE OF THE REGISTER AND PERIOD FOR WHICH THE DATA WILL BE STORED

The personal data will be processed for the purposes of tending the customer or other stakeholder relationship and developing and producing services of Sakea and for enabling the contacting necessary for providing the service.

Data regarding the customer relationship will be stored as long as it is necessary for the purposes of said customer relationship or for preparing for potential reclamations.

In addition, the stakeholder information included in the register may be used for Sakea's marketing and research purposes.

DATA INCLUDED IN THE REGISTER

The register includes personal data of the persons registered as users in Sakea's online services.

The following data will be processed:

- Name
- E-mail and mobile number
- Company information

Additional information processed (content creators):

- Postal Code
- Date of Birth
- Instagram account
- Youtube account

SOURCES OF INFORMATION

The information is collected from the stakeholders by messages sent via www-forms, by phone, through social media, contracts, customer meetings and other events where personal information is obtained from a stakeholder.

COOKIES

We use cookies to analyze user activity in order to improve the service. For example, we can use cookies to look at aggregate patterns like number of searches of an user. We can use such analysis to gain insights about how to improve the functionality and user experience of the service.

TRANSFER OF THE DATA

Any personal information included in the register is not public.

Following information is presented for the persons registered as users in Sakea's online services about content creators:

Name, Instagram account, Youtube account

The data may be transferred on controller's discretion and within the scope of applicable legislation in force, for instance to controller's partners, provided that the data subject has not objected to the transfer of his or her data. Sakea obliges all of its partners to adhere with the applicable legislation in force.

Data will not be transferred outside the European Union of European Economic Community, unless it is necessary due to technical reasons related producing the service. If the personal data included in the register is transferred outside

of the European Union or European Economic Community, the controller undertakes to ensure, that the transfer shall be done in accordance with the applicable legislation in force and that the adequate level of protection of the personal data provided by applicable legislation in force will not be jeopardized.

PROTECTION OF THE REGISTER

The data will always be processed and stored with proper diligence, level of safety and data security. Sakea ensures that critical information regarding safety of personal data is processed confidentially and only by named Sakea employees.

Rights of the data subject

The data subject has the rights provided in this section. Any communication regarding these rights should be sent to Sakea in written form. If necessary, Sakea may ask the requester to prove her or his identity.

Right to access

The data subject has on request a right receive the information regarding the data processed by the controller referred to in article 15 of the General Data Protection Regulation

Right to rectification

The data subject has the right in accordance with article 16 of the General Data Protection Regulation to obtain from the controller the rectification of inaccurate personal data concerning him or her. When necessary, the data subject

shall have the right complete incomplete personal data by providing a supplementary statement to the controller.

Right to erasure

The data subject shall have the right to obtain from the controller erasure of personal data concerning him or her, if the personal data is no longer necessary for the purposes provided in this privacy statement, the data subject has withdrawn the consent on which the processing has been based on, or the controller has processed the personal data unlawfully.

Right to restriction of processing

The data subject shall have the right to obtain from the controller restriction of processing in situations referred to in article 18 of the General Data Protection Regulation.

Right to lodge complaint with a supervisory authority

If the data subject feels that the processing of the personal data concerning him or her breached the General Data Processing Regulation, the data subject shall have the right to lodge a complaint with a supervisory authority, which in this case is primarily the Finnish Data Protection Ombudsman.

CHANGES TO THE PRIVACY STATEMENT

We reserve the right to make changes to this privacy statement. We recommend that you periodically review the contents of the privacy statement.

CONTACT INFORMATION

The controller of the personal data we collect is Sakea Ltd. the contact person regarding the upkeep and protection of the register is Aleksi Pajunen. Any enquiries you may have regarding Sakea's privacy policy can be sent to hello@sakea.fi