



## **LaoBan Oy customer and stakeholder privacy policy statement**

### **1. Controller**

LaoBan Oy  
VAT: FI3006591-3

### **2. Contactperson in matters concerning the register:**

LaoBan Oy  
[juha.mark@laoban.fi](mailto:juha.mark@laoban.fi)

### **3. Name of the register**

LaoBan Oy's register of customers and stakeholders

### **4. The purpose for processing personal data**

The purpose for processing personal data includes the management of the customer relationship, the targeting of advertising, direct marketing and online marketing. We do not disclose personal data to third parties for marketing or other purposes without a permission of the registered person.

### **5. The register can contain the following customer information:**

- First name and last name
- The person's job title
- E-mail address
- Phone number
- Organisation
- Organisation's address details
- Information regarding the management of customer relationship and communication

### **6. Regular sources of information**

The register is compiled of LaoBan Oy's CRM system, publicly available internet sources, information obtained from customers during commercial projects, and any other public sources.

### **7. Regular disclosures of information**

The controller will not disclose customers' personal data to outside parties, except when actions by Finnish authorities so require.

### **8. Transferring information outside EU or ETA**

No personal data will be transferred outside of the European Union or the European Economic Area.



#### **9. Retaining and removing data and the right for controlling personal data**

Personal data is retained if it is necessary for the purpose of using such data, such as during a customer relationship. The registered person has the right to control his/her personal data which has been saved into the register. The request for controlling the personal data needs to be sent to the register's contact person. Simultaneously, the registered person needs to verify his/her identity. The personal data may be deleted by the individual's demand or due to the ending of a customer relationship.

#### **10. The forbiddance of direct marketing and the right to demand the correction of information**

The registered person has the right to deny the processing of personal data for the purposes of direct marketing by contacting the contact person responsible for the register. The registered person also has the right to ask for a correction to any incomplete data or misinformation concerning his/her personal data. The controller is liable for correcting the data as soon as possible. The request for correcting the data needs to be sent to the contact person of the register.

#### **11. Principles for protecting the register**

All personal data is stored confidentially in the CRM system. The access rights to the system are given only to those employees who need this personal data for performing their work tasks. The information network of the controller and its information technology partners, if any, and the equipment where the register is located are protected with a firewall and by other necessary technical measures.