

# Privacy Policy

We have updated our privacy policy to make it compliant to the GDPR (General Data Protection Regulation) that came into effect on September 1st, 2022.

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We reference to Nesenta Oy when we say (we, our, us).

## CONTACT INFORMATION

If you have any questions regarding our privacy policy, please email us at [info@nesenta.fi](mailto:info@nesenta.fi)

## Our databases

Marketing and customer database of Nesenta Oy

## The purpose of use of personal information

We use your personal information for various purposes such as communications and digital business-to-business direct marketing according to your position and area of responsibility within a company.

## Personal information we collect, store and process

Your name  
Your email address  
Your phone number  
Your job position and/or area of responsibility  
Your company name  
Your company contact information  
Your company market field

## The sources of personal information

Customer database collected by Nesenta Oy  
Information provided by public websites and services  
Marketing database provided by Suomen Asiakastieto Oy  
Personal information provided by you when filling and submitting forms on our websites.  
Information about how you use our websites, such as IP-addresses, your operating system, browser type, etc.

Information about your interaction with our websites, such as clicks, navigation, visiting time etc.

## **Personal information disclosure**

We are not disclosing your personal information to the third parties and/or transferring it to the countries outside EU and ETA -areas.

## **Third party services**

We run our website, gather and analyze visitor data using services provided by Squarespace. Squarespace service provider is Privacy Shield certified and complies to the GDPR requirements. For more information about Squarespace Privacy Policy and Privacy Shield Certificate, please visit:

<https://www.squarespace.com/privacy>

We also collect and analyze visitor data on our websites using Google Analytics services provided by Google Inc. For more information about Google Privacy Policy, please visit:

<https://support.google.com/analytics/answer/6004245?hl=fi>

You can opt out of data collection and cookies storing by Google Analytics at any time by installing the Google Analytics opt-out browser add-on:

<https://support.google.com/analytics/answer/181881?hl=en>

We place social media buttons on our website that a visitor can share, comment and like a certain content. In case the visitor is logged into a social media account and clicks the button, the user information will be transferred to the social media service provider.

We use social media buttons connected to Facebook, LinkedIn, Twitter and Instagram.

You can revise their Privacy Policy:

Facebook: <https://www.facebook.com/policy.php>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Twitter: <https://twitter.com/en/privacy>

Instagram: <https://help.instagram.com/402411646841720>

## **Personal information protection**

All personal information is stored into a customer resource management system, protected by password, and has a limited access by staff members. We are processing your personal information in compliance with data protection law requirements.

## **Personal data retention time limits**

The time of data retention is determined according to the original data collection and use purposes:

- customer and marketing data stored by Nesenta retains for as long as customer relationship is valid, and will be erased after two years since termination of the customer relationship

- the data gathered by Squarespace and Google Analytics services is stored and processed at the service provider resources within 24 months and erased automatically each month.

## **Use of cookies**

A cookie is a small file downloaded to your computer and stored on your browser. Cookies cause no any harm to your computer system or files. We use cookies on our websites for the different purposes such us to improve user experience and to provide you with better functionality and more relevant content. With help of cookies we collect user information for customer communications and marketing optimization as well as for more precise customer group selection purposes.

A single website user cannot be identified only with a cookie, but information obtained by cookie and combined with other user information may enable user identification, for example when visitor fills and submits a form.

We use cookies when collecting data on our website as follows:

- visitor's IP address
- visiting time
- visited pages, time on page
- clicks on buttons
- browser type and version

## **Your rights**

Browsers provide users with an option to disable cookies as well as to delete previously stored cookies. As a website visitor you can change your browser settings to block cookies at any time, but this may limit some functionalities on the website.

Under applicable law you have a right to request to access, update, change or delete your personal information. You can request to correct and/or delete incorrect or redundant personal information we collected about you by contacting us by email: [info@nesenta.fi](mailto:info@nesenta.fi)

You can unsubscribe from our mailing lists at any time by clicking the "Unsubscribe" link containing in our every mail.

Under applicable law you have a right to prevent direct marketing and automated decision-making as well as to request to restrict or forbid processing or transferring of your personal information by contacting us by email: [info@nesenta.fi](mailto:info@nesenta.fi)

You have the right to lodge a complaint about our processing your personal information with a supervisory authority.

## **Changes into Privacy Policy**

We preserve our right to change and update our Privacy Policy to comply better with upcoming law requirements and functionality improvements on our website.