

PRIVACY NOTICE FOR CUSTOMER AND MARKETING REGISTRY

The purpose of this privacy notice is to provide data subjects with the information required by the information obligation of the EU General Data Protection Regulation (2016/679).

Date of creation 29 September 2025.
(merged formerly separate customer registry and marketing registry for licence sales)

1. Controller

Kopioisto ry (0414755-2)
Hietaniemenkatu 2, FI-00100 Helsinki
tel. +358 (0)9 431 521, tietosuoja(at)kopioisto.fi

2. Name of the registry

Kopioisto's customer and marketing registry

3. Data subjects

Contact persons for Kopioisto customers and potential organisational customers

4. Purposes and legal basis of the processing of personal data

We process your personal data in accordance with data protection legislation for the following predefined purposes only.

We process the personal data of our organisational customers' contact persons for the following purposes:

- establishing, maintaining and otherwise managing customer relationships,
- contact,
- invoicing.

The legal basis for the processing of your personal data is the agreement or order and its performance.

We process the personal data saved in this registry on the contact persons of potential organisational customers stored for direct marketing and communication purposes, which are based Kopioisto's legitimate interest.

We may also use your contact information stored in this register for other marketing by Kopioisto based on your separate consent.

5. Data content of the registry

We may store details, such as the organisation's name, address, company ID, billing contact information, industrial classification, etc.

We may store the name, title, telephone number and email address of the organisation's contact person as personal data.

6. Retention period of the personal data

We retain personal only for the duration of the organisation's customer relationship or for as long as is necessary for the purposes defined in this privacy notice. We review the necessity and timeliness of retaining the personal data regularly, at least once a year. This is to ensure that no outdated or unnecessary personal data for the purposes of processing are stored about the data subjects. You may at any time object to the processing of your personal data for direct marketing purposes.

7. Your rights

You have the right to prohibit any direct marketing targeted at you. You may remove yourself from our email marketing list by clicking the unsubscribe link included in each marketing email we send.

You have the right to request confirmation of whether or not we are processing your personal data. If we are processing your personal data, you have the right to review the personal data stored on you and request us to correct any inaccurate, outdated or incomplete data. If you use Kopioisto's electronic services, you may also check and correct your data by logging in to the service with your user ID.

You have the right to have your personal data deleted unless we are under a legal obligation to retain some of your details.

You have the right to object to or restrict Kopioisto's processing of your personal data if you consider this to violate the data protection law or occur without the authorisation to process certain personal data.

You have the right to receive the personal data you provide to us in a structured, commonly used and machine-readable format so that you can transfer the data to another controller.

If you believe that we have processed your personal data in breach of applicable data protection legislation, you have the right to lodge a complaint about the processing of your personal data [with the Office of the Data Protection Ombudsman](#).

You may exercise the rights defined in this section in person at Kopioisto's office in person or by sending a letter signed by you to the email address specified in Section 1.

8. Where do we obtain personal data?

We collect personal data from a number of sources. We obtain the data stored in the registry from organisations and the data subjects themselves. We may also supplement the register from sources permitting the disclosure of data. In order to keep the information up to date, we may update the personal data by making use of public online data sources, public registers or update services.

9. Disclosure of personal data to third parties and processors We will not disclose your personal data to third parties other than as set out in this section.

We may outsource the processing of personal data to a third party in part, in which case contractual agreements will ensure that the processing of personal data is performed in compliance with the current data protection legislation and only on behalf of Kopioisto. Personal data will not be used for the purposes of third parties. For example, we may use a third party in the implementation of direct marketing.

Furthermore, we have entered into agreements with certain service providers that contain clauses concerning the processing of personal data on behalf of Kopioisto. Such agreements are typically related to software development, maintenance, server and ICT support services, for instance.

10. Transfers of personal data outside the EU or EEA

We do not transfer your personal data outside the EU or EEA.

11. Automated decision-making and profiling

We do not use your personal data for automated decision-making or profiling.

12. Registry protection principles

We will always treat the information contained in the register confidentially and according to the applicable data protection legislation.

We have stored the information contained by the registry in electronic format Kopioisto's systems which we have secured from unauthorised access by means of firewalls, access control systems and other technical measures. Access to the personal data in the registry is restricted to only those employees and administrators who require access due to their tasks. Access to the systems requires the user to at least enter a personal user ID and password. Kopioisto employees are bound by a commitment to observe confidentiality concerning the personal data. The systems are located within the European Economic Area in locked premises that are inaccessible for unauthorised persons.

The manual materials to be processed are stored in a locked and guarded area.

13. Amendments to the privacy notice

We may update this privacy notice when we make changes to the way we process personal data or when there are changes in applicable law. An updated privacy notice is always available on our website.