

## **PRIVACY STATEMENT 30 OCTOBER 2020**

Hellsten Flooring Ltd. Oy manufactures and markets woven flooring around the world. To produce our products and services and to cater to the needs of our customers, we collect necessary information about our customers' and partners' contact persons. We collect and process information only for predetermined purposes. Data protection is important to us, and we always adhere to the applicable data protection legislation when processing personal data.

In this privacy statement, we describe what information we collect, how we use and protect it and what your options are to influence the data that apply to you. We ask that you read this privacy statement. Should you have any questions regarding our data protection policies or should you wish to exercise your rights related to data protection, you can contact us by e-mail, telephone or mail.

### **What personal data do we collect and how?**

Hellsten Flooring Ltd. Oy's marketing, customer and partner databases contain information about our customers' and partners' contact persons. Personal data are primarily collected from the person in question, for example, during contacts, when creating a customer account or when entering into a partnership. We may also collect information from public sources or databases.

We also collect information on the behaviour of the visitors to our website using tools developed for that purpose, such as Google Analytics. With this information, we can develop our website and provide high-quality content and correctly targeted marketing to our website visitors. The bulk of the automatically collected information on the use of our website is stored only temporarily. You can prevent automatic data collection based on cookies by disabling cookies in your browser's settings.

The data that we collect include:

Basic data, such as

- the contact person's name and position
- e-mail address
- mobile and/or other telephone number
- address

Data obtained in connection with the use of the services include

- IP address data/other identifier
- data on the use of the online services
- data collected with cookies
- data obtained through social media

### **For what purpose do we process your personal data?**

The primary basis for processing personal data is a customer relationship with Hellsten Flooring Ltd. Oy or partnership with the company or another organisation that employs the data subject, and the related legitimate interest for managing the customer relationship or partnership and for targeting marketing. The data may also be processed on the basis of the data subject's consent. Personal data are collected and processed according to the following purposes.

#### **Customer relationship management and maintenance**

We process the data in connection with customer relationship management. Information collected for the management of customer relationships includes, for example, information on the provision of services, billing information and information needed in other communication.

## **Production and development of products and services**

We may need your personal data when producing services. For example, some of the services we use may require a personal login to the service. We also use the information and cookies for developing our services. For more information, see [COOKIE POLICY](#).

## **Communication and marketing**

We may also process your personal data for communication and marketing purposes, such as targeting advertising and/or direct marketing. Based on the data subject's work duties, the data subject may be sent direct marketing aimed at the company or other organisation unless the data subject forbids it. We also use cookies for the correct targeting of marketing. With this information, we can, for example, show content in our own channels that is based on your previous interests.

## **Suppliers and partners**

With respect to suppliers and partners, the primary purpose of using the data is the management and maintenance of supplier and client relationships. Personal data are used for communication, co-operation and co-ordination of co-operation, communication, invoice payment and adherence to other obligations, and for evaluating suppliers and providing feedback.

## **Who processes your personal data?**

Your personal data are processed by Hellsten Flooring Ltd. Oy's employees whose tasks involve marketing or sales or management of customer or collaboration relationships. Our staff are trained on the safe processing of data.

We also engage trusted service providers for processing your personal data and may transfer the personal data to them. Such service providers produce services for us, such as information processing and other IT and analytic services. We do not allow service providers to use your personal data or disclose them for any purpose other than to provide services on our behalf. With all service providers we engage, the requirements of the EU's General Data Protection Regulation and other legislation have been taken into account in contracts.

## **How do we secure your personal data?**

We primarily store the data electronically on the servers of our server providers. The servers are protected by password and personal user IDs. The servers are accessible only by carefully specified persons.

The data we collect and process are protected carefully and are not disclosed to third parties, but they may be transferred for processing by trusted service providers.

## **To whom may we disclose your personal data?**

We will not sell your personal data and will disclose them only as described in this privacy policy. The applicable data protection legislation is adhered to in the disclosure of data.

Should we, for strategic or business reasons, decide to sell or assign our business in full or in part, we may, as part of such sale or assignment, relay documents containing the data we have collected and retain, including documents with your personal data, to any party involved in the sale or assignment of the business.

In addition, we may disclose your personal data if we deem it necessary owing to an applicable law, regulation or official request.

## **Will your personal data be transferred outside the EU or the European Economic Area?**

Your personal data will primarily be processed within the European Union. However, we also engage services providers based in the United States for direct marketing and communication, whereby your personal data are transferred outside of the European Union. To protect your personal data and safeguard your rights, the service providers we use have sought certification within the framework of the Privacy Shield arrangement between the EU and the US and are committed for their part to adhering to the EU's General Data Protection Regulation.

## **How long will your personal data be stored?**

We retain the personal data we have collected only for as long as the data can be considered necessary for the purposes described in this privacy policy, unless a longer retention period is required or allowed by legislation. We remove the data stored in a database after your employment relationship as our customer ends or your duties otherwise change in such a way that there is no longer a basis for processing your personal data.

## **What rights do you have with respect to processing personal data?**

You have the right to review the data on you or to demand the correction, deletion or supplementation of erroneous data. To ensure reliable identification, we may, in certain cases, require that requests pertaining to the exercising of your rights be presented personally at our office or by a hand-signed letter containing the appropriate identification information. We will respond to review requests in writing.

You also have the right to forbid the use of the information you have provided for direct advertising, telesales or other direct marketing. If you have given us your consent to send you marketing communication, you can later revoke that consent in accordance with the information we have included in such communication.

We always aim to settle issues pertaining to the processing of personal data directly with the data subject, respecting all rights of the data subject. If, however, you are dissatisfied with our processing of your personal data, you have the right to have the matter investigated by a data protection authority.

## **COOKIE POLICY**

When you visit our website <https://www.hellstenflooring.fi>, we may collect information automatically, using, for example, cookies, beacons or pixel tags that may be saved in your browser or computer.

A cookie (a small data file that can be deleted) allows our system to identify your device and log visits by your computer to our website (pages viewed, data and time of connection) and provide you with functions. With it, we also perform statistical analyses to improve the website. Beacons and pixel tags are part of a mechanism for collecting non-unique site visit data.

### **What kinds of cookies do we use?**

#### **Necessary cookies**

These cookies are necessary for the fault-free operation of the website. The purpose of the cookies includes:

- Saving information for navigating the website
- Recording identifier data when the user navigates to their user website or other pages that require a unique and verified connection
- Adding products to the cart
- Protecting online payments

#### **Analytic cookies, beacons and pixel tags**

These are used for collecting information on what users do when visiting the website or receiving e-mail campaigns. With them, we can:

- Obtain statistical data on website visits: user volumes, use of different pages, time spent on different pages, user browsing habits
- Improve the website by offering customised content and data
- Understand how people react to our e-mail campaigns: when the e-mail was opened and how long it was displayed etc.

#### **How can cookies be disabled?**

Based on the website settings, you know in advance when cookies will be used and can refuse them. Note that refusing cookies may, in certain cases, result in technical limitations of the functions.

The Help menu in most browsers will provide information on how to prevent the browser from accepting new cookies, how you can have the browser notify you of the receipt of new cookies and how you can completely block cookies. In addition, you can disable or delete corresponding data that browser add-ons, such as Flash cookies, use, by adjusting the add-on settings or visiting the website of its vendor.

Controller:  
Hellsten Flooring Ltd. Oy (2344847-3)  
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60800 Ilmajoki

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