



Prospects and Potential Customers

Privacy Statement

Last updated 17/10//2024

Registrar

SeaFocus / UK Art Oy Ltd

Company code: 2146538-4

Address: Stenbäckinkatu 6, 00250 HELSINKI

Contact Person in Matters Concerning the Register

Ulla Keino, ulla.keino@seafocus.international

Legal Basis for Processing

Legitimate interest

Purpose of Personal / Company Data Processing

The purpose of the register is the business of the registrar, the opening of new customer accounts and related communication.

The information obtained is used to create and maintain customer relationships and for other business needs of the data controller.

Basis of Legitimate Interest

The controller's legitimate interest in the processing of collected and used personal data is based on direct marketing needs and the freedom to conduct a business. Direct marketing is a legitimate interest of the company according to the EU data protection regulation. The controller must process personal data in order to perform business-related tasks. The processing of personal data in this context cannot necessarily be justified by a legal obligation or on the basis of a contract with the individual. In the balancing test, the controller has determined that the legitimate interest is the most suitable processing basis for the nature, scope and realization of the registered rights and freedoms. The controller has assessed that the activity in accordance with the legitimate interest does not cause serious harm to the rights and freedoms of the individuals (data subjects) in question.

The Data Groups in Question

Representatives of B2B organizations

B2C consumer customers

Recipients and Recipient Groups

The personnel of the registrar and outsourcing partners where applicable (financial administration, marketing, IT maintenance).

Data Content of the Register

This register contains the following information:

Contact person's first and last name



- E-mail address
- Telephone number
- Job title
- Information about previous orders

The company / organization they represent

- Postal address

The Image Material Register contains photos and videos taken at the SeaFocus events, received from SeaFocus and project partners and speakers of the events.

Regular Sources of Information

Information is obtained from e-mail messages received from the customers, business cards, on the phone or in physical meetings. Information can also be obtained from other stakeholders, e.g. through mass communication, marketing, partners, the contact form on www pages or the like.

Information is not disclosed outside the organization keeping the register or for the use of its partners, except in matters related to credit application, collection or invoicing and when required by law. The registrant's personal data will be destroyed at the user's request, unless legislation, the manageability of the customer relationship, open invoices or collection actions prevent the data from being deleted.

Personal / Company Data Retention Period

We keep personal data only as long as it is necessary to fulfill the purposes defined above in accordance with the legislation in force at any given time.

Regular Transfers of Information

The information in the register is only used by the registrar and its personnel, except when using an external service provider either to produce a value-added service or to support a credit decision. Information is not disclosed outside the organization keeping the register or for the use of its partners, except in matters related to credit application, collection or invoicing and when required by law.

The registrant's personal data will be destroyed at the user's request, unless legislation, the manageability of the customer relationship, open invoices or collection actions prevent the data from being deleted.

Data Transfer Outside the EU or EEA

According to the rules, the data in the register is not transferred outside the EU or the EEA. However, it is possible that the processing uses service providers outside the EU/EEA area or that the service providers' clouds are located outside the EU/EEA area, in which case the SCC standard clauses are used as the basis for data transfer, and additional protection measures have been implemented in data transfers, such as internal guidelines (on pseudonymization of personal data and similar) and possibly a TIA analysis if the situation requires one. When an organization that processes, personal data is committed to the EU-US Data Protection Framework (DPF), it is used as the basis for transfer during its validity.

Principles of Registry Protection A: Manual Material

Manually processed documents containing customer data (e.g. printed e-mails or their attachments, printed www forms or the like) are stored after initial processing in storage facilities. Only designated employees who have signed a non-disclosure agreement have the right to process manually stored customer data.

In the protection and processing of data in the register, the provisions and principles of the Data Protection Act, regulations of the authorities and good data processing practices are followed.

Principles of Register Protection B: Electronic Material

Only certain employees of the organization and the companies acting on its behalf have the right to use e.g. workstations whose software can be used to maintain the information of potential customers. Each defined user has his own personal username and password. Each user has signed a confidentiality agreement. The system is protected by a firewall, which protects external connections to the system and workstations with suitable security software.

In the protection and processing of data in the register, the provisions and principles of the Data Protection Act, regulations of the authorities and good data processing practices are followed.

Cookies

We use cookies on our website. A cookie is a small text file sent to the user's computer and stored there. Cookies do not damage users' computers or files. The primary purpose of using cookies is to improve and customize the visitor's user experience on the site and to analyze and improve the site's functionality and content. The information collected with the help of cookies can also be used in the targeting of communication and marketing and in the optimization of marketing measures. The visitor cannot be identified using cookies alone. However, information obtained with the help of cookies can be linked to information obtained by the user in other contexts, for example when the user fills out a form on our site.

The following types of information are collected with the help of cookies:

- the visitor's IP address
- the time of the visit
- pages browsed and page viewing times
- the visitor's browser

Your rights

The user visiting our website has the option to prevent the use of cookies at any time by changing their settings in the cookie banner. Some browser programs also allow you to disable the cookie function and delete already saved cookies. Blocking the use of cookies may affect the site's functionality.

Automatic Processing and Profiling

No profiling or automatic processing is applied to the processed personal / company data.



Inspection right, i.e. the right to get access to personal data.

The registered person has the right to check what information about him is in the register. The inspection request must be made in writing by contacting the data controller's customer service or the registry's contact person in Finnish or English. The inspection request must be sent from a demonstrably identifiable e-mail address. The registered person has the right to prohibit the processing and disclosure of his data for direct advertising, distance sales and direct marketing as well as market and opinion research by contacting the data controller's customer service point.

The Right to Transfer Data from One System to Another

The registered person has the right to transfer his/her data from one system to another. The transfer request can be addressed to the registry's contact person.

The Right to Demand Correction of Information

In the register in terms of the purpose of the processing incorrect, unnecessary, incomplete or outdated information must be corrected, deleted or supplemented.

The correction request must be made with a written, signed request to the organization's customer service or to the administrator of the register, or from a demonstrably identifiable e-mail address. The request must specify which information is required to be corrected and on what basis. The repair will be carried out without delay.

The person from whom the incorrect information was received or to whom the information was given will be notified of the correction of the error. When a correction request is denied, the person responsible for the registry issues a written certificate stating the reasons why the correction request was denied. The person concerned can refer the refusal to the data protection commissioner.

Right of Limitation

The registered person / Company has the right to request the restriction of data processing, e.g. if the information in the register is incorrect.

Right to Object

The registered person / Company has the right to request information concerning him/her/company and the registered person has the right to request correction or deletion of the information. Requests can be addressed to the registry's contact person. If you act as a contact person for a company or organization, your data cannot be deleted during this time.

The Right to File a Complaint with the Supervisory Authority

If you consider that the processing of personal / company information concerning you / your company has violated the data protection regulation, you have the right to file a complaint with the supervisory authority.



You can also file a complaint in the Member State where you have a permanent residence or place of employment. The contact information of the National Supervisory Authority is: Office of the Data Protection Commissioner, Visiting address: Lintulahdenkuja 4, 00530 Helsinki Postal address: PO Box 800, 00531 Helsinki. Telephone exchange: 029 566 6700. E-mail address: tietosuoja@om.fi, webpages: www.tietosuoja.fi

Other Rights Related to the Processing of Personal / Company Data

The registered person has the right to prohibit the transfer and processing of their data for direct advertising and other marketing purposes, to demand the anonymization of the data where applicable, and the right to be completely forgotten.