

# Privacy Statement

## Introduction

Processing your personal data carefully and safely is important to Labkotec Oy. We process your personal data in accordance with data protection legislation, and good data management and processing policies.

The data we process can be divided into the following categories: data provided by the user, data gathered when observing the use of online services, and data derived from analytics.

We use the data to deliver and personalize services, provide customer service, and to show more advertisements.

Please note that our website may include links to sites or services of other companies that may have their own privacy policies unconnected with Labkotec Oy. For this reason, we recommend you read the privacy policies of the third parties in question.

Our privacy policies may change slightly, as we develop our services, or whenever legislation changes. You can find the latest information about our policies on this site.

### *Further information:*

*We will always adhere to the basic principles of the General Data Protection Regulation:*

- personal data shall be processed lawfully, fairly and in a transparent manner in relation to the data subject ('lawfulness, fairness and transparency')*
- personal data shall be collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes ('purpose limitation')*
- personal data shall be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed ('data minimization')*
- personal data shall be accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay ('accuracy')*
- personal data shall be kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed ('storage limitation')*
- personal data shall be processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organizational measures ('integrity and confidentiality').*

## For which purposes are we collecting your personal data?

Your personal data may be used to provide products and services, respond to your requests and questions, execute contracts, process orders, or other similar actions. Your data is also used to handle Labkotec Oy's risk management operations and obligations, based on legislation and official regulations and instructions, such as identifying users, ensuring data security, and preventing and investigating misuse of your personal data.

We also use your personal data to communicate with you. For example, we may send you reports and change notices regarding our products and services. We may use your personal data to market products and services and conduct market surveys, with your consent, or when this is

otherwise allowed. In addition, we may use your personal data to target our products and services towards you, for example by recommending or showing targeted contents in our services. With your consent and when permitted by the law, we may also connect the data collected from a specific product and/or service to the data collected from our other products and/or services.

## What types of data do we collect?

Our file contains personal data of Labkotec Oy's customers.

The personal data we collect includes, but is not limited to, the following:

Data provided by the user or identifiable information:

- Contact details, such as name, address, phone number, e-mail address
- Registration data required by a digital account, such as username, nickname, password or another ID
- Demographic data, title or profession, and first language
- Data related to the customer relationship, such as invoicing and payment information, product and order data, customer feedback and communications, data related to answers to raffles and competitions, as well as cancellation data
- Profile and interests data provided by the user
- Permissions and consents
- Data provided in questionnaires and surveys
- Other data collected with the user's consent

Data observed while using the services:

- Usage and browsing data related to the features of the service; advertisements that have been shown to the user, and information about clicking on the advertisements.
- The site from where the user has come to our site, the model of the device, the unique device and/or cookie identifier, the channel where the information was collected (internet browser, mobile browser, application), browser version, IP address, internet service provider, session identifier, session time and duration, screen resolution and operating system.
- Typically, the identifier for a user who is observed, but not logged, is a cookie or a similar identifier.
- Location data, such as the coordinates calculated via GPS or the WLAN connection points or mobile phone base stations, provided that the user has explicitly consented to this.
- We track which files users download from our site. With this information, we aim to offer the most relevant services to our users.
- Records of the cameras connected to Labkotec Oy's systems.
- On specific pages, we use separate analytics programs to analyze the structure of our website. This is how we can check if users have trouble navigating a site, and if necessary, improve the structure, and thus offer users a better experience.
- Other data collected with the user's consent.

## How do we collect your personal data?

Primarily, we collect your personal data directly from you, either through spoken or written communication. The data may be collected by us or by our partners on our behalf.

Forms submitted via websites contain personal data: at a minimum, your first name, last name and e-mail address. When you send a form, you accept that the owner of a website records the submitted personal data in their system to provide the service you have requested.

The data may also be collected by the services we use.

We also receive data from registers kept by the authorities, the credit information registers and other reliable registers.

We may use cookies (small text files stored on your device) on our website to ensure the optimal performance of our services.

**Use of cookies:**

The data is stored in the form of a cookie or a similar file. This way, we can provide you with a better service. Cookies are small text files that are transferred from a website to your hard drive, or browser, which may save the cookie on your hard drive.

According to the Finnish Act on the Protection of Privacy in Electronic Communications, a service provider may save cookies or other data concerning the use of the service in the user's terminal device and use such data, if the user has given his or her consent thereto, and the service provider gives the user comprehensible and complete information on the purposes of saving or using such data.

Labkotec Oy may use cookies to identify returning users and find out in which order pages are used. The objective is to measure how effectively Labkotec Oy's website is represented on the internet. The data collected via cookies is combined and compiled anonymously.

Cookies show us the time and duration of your visit to our website, which pages you visited and from which site you entered our site. They also show your internet service provider. With the data, we can measure the website traffic and modify the site according to your wishes. Our objective is to make using the website faster and more useful. Since the data shows us how and when the site is used, we can constantly develop the site. Cookies are only used to view those files on your hard drive that have been saved by the website. We do not use cookies to collect personal data, such as names or e-mail addresses.

We use session-specific and persistent cookies. Session-specific cookies only exist for the duration of one session, meaning a single visit, and they will be automatically deleted when the browser is closed. Persistent cookies exist for a specified duration and stay on your device after the session has ended unless you delete them yourself.

Cookies do not harm your device or files.

You can control the use of cookies in your browser settings, for example. You can find more information about cookies from the data security and instructions documentation for each browser. The use of cookies may change as web technology is constantly developing. We aim to provide information about our use of cookies with the following list:

**Google**

We use Google's remarketing cookies. With their help, we can show targeted banner advertisements to website visitors as they browse other sites. With remarketing cookies, we can control the settings so that the visitor does not see too many of our advertisements.

**YouTube**

We have embedded YouTube videos on specific pages on our website. YouTube (a Google company) saves specific cookies when a visitor clicks on the YouTube icon in the video player.

**Google Analytics**

This website uses Google Analytics, which is a web analytics service maintained by Google Inc ("Google"). Google Analytics saves cookies (text files) on a device to analyse the use of a website. The data added to a cookie (such as the IP address) is transferred to Google and stored on Google's servers in the United States when you use the website. With the data, Google evaluates the usage of the website, compiles usage reports for the website owner and provides other services related to the activities on the website and the use of the internet.

Google may also disclose the data to third parties if legally required to do so or if a third party processes the data on behalf of Google.

Google will not connect the IP address of a user to other data. The use of cookies can be stopped in the browser settings, but if this is done, websites may have limited functionality.

By using this website, you accept that Google will process your personal data in the manner specified above and for the purposes specified above.

## How do we process your personal data?

We process your personal data in accordance with the data protection regulation in a manner that respects your rights and freedoms. We ensure that the principles of data protection are followed during all stages of processing personal data.

Your data is only processed by Labkotec Oy's or its partners' employees who are authorized to process personal data. We have ensured the personnel's awareness and knowledge of data protection with continuous training and up-to-date instructions.

Your personal data may be processed in multiple different data systems, controlled either by Labkotec Oy or its partners.

### *Further information:*

*We have made agreements that adhere to the data protection regulation with our partners. Based on these agreements, data processors have sufficiently guaranteed us that the data processing done by them fulfils the requirements of the data protection regulation.*

*We have taken the necessary technical and organizational measures related to processing personal data. Technical and organizational measures refer to protective measures, such as training the personnel, instructions and orders given to the personnel, confidentiality agreements, space monitoring, usage monitoring via in-house control, data security of data systems, data encryption, anonymizing or pseudonymizing data, audits, remote connections, technical restrictions, inspection and monitoring systems, a final data accounts process, and the adoption of codes of conduct and certificates.*

## To whom do we disclose your data?

Labkotec Oy purchases specific personal data processing services from its partners. We have formed exclusive partnerships with data processors that follow good conduct practices when processing personal data, with appropriate technical and organizational measures, fulfil the requirements of the data protection regulation and are able to ensure that your rights are realized. We have made a written agreement with each partner. The agreements specify the subject, purpose and duration of processing personal data, as well as the personal data to be processed. We mainly process your data within the EU and EEA.

## For how long will we store your personal data?

We will store your data for at least the duration of your customer relationship with us. After your customer relationship has ended, the duration of the storage depends on the nature of the data and its purpose.

We aim to maintain correct and up-to-date data by deleting unnecessary data and updating outdated data.

## Your rights as a customer

You are entitled to inspect the data related to you, request that incorrect or incomplete data be corrected, and request that outdated data or data unnecessary, for the purpose of processing, be deleted.

You are also entitled to prohibit the use of your data for direct marketing or market surveys or questionnaires, either by contacting the data controller or removing yourself from the mailing list using the "Unsubscribe" link.

## **You are entitled to be notified when the protection of your personal data is being violated.**

We are obligated to notify the concerned data subjects personally when the protection of personal data is violated. Your right comes into effect if the violation likely causes a risk to the rights and freedoms of the individual in the form of an identity theft, payment method fraud or any other type of criminal activity.

## **Who can I contact?**

Please direct all inquiries and requests related to the processing of personal data primarily to the data controller: [info@labkotec.fi](mailto:info@labkotec.fi).