

Privacy Statement: Customer, marketing and contact database

1. Controller

Tana Ltd, business ID 2374064-2
Schaumanin puistotie 1
40100 Jyväskylä
Finland

2. Contact information

Mirja Yli-Erkkilä, tel. +358 400 909 029
Tana Ltd, business ID 2374064-2
Schaumanin puistotie 1
40100 Jyväskylä
Finland

3. The purposes for which we use personal information

Tana's CRM databases include personal data of our dealers, customers, potential customers and other companies' representatives with whom Tana has a business relationship or wants to develop one. The purpose why Tana processes personal data is to facilitate Tana's business, support sales activities, contacting customers for contract management and marketing purposes and otherwise maintaining the customer relationship.

4. Personal information that we collect

- name, address, phone number, email address and website of the company
- contact person information (name, title, phone number, email)

5. How we collect personal information

Tana generally receives the personal data from Tana representatives based on their business interactions with the data subjects, directly from customers or obtained in connection with their use of Tana's products and services. Personal data may also originate from Marketing Automation Software (Act-On).

6. Disclosure of personal information

In general, Tana uses the personal data only for its internal business purposes and does not transfer the data to any external parties. Some of the personal data may be accessible and processed by Tana's subcontractors and other service providers, to the extent needed in connection with the above said purposes. Tana ensures that such third parties are always bound by contracts, which sufficiently address data protection and confidentiality requirements.

7. Disclosure of personal information overseas

Due to technical and practical requirements, the personal data may also be processed outside the EU/EEA. Tana ensures that there is a legal basis for such transfers.

8. Accessing and correcting personal information or making a complaint

Data subjects may at any time contact Tana to check that their personal data is accurate. Tana will at the data subjects' request rectify or erase any incomplete, inaccurate or outdated personal data. Tana maintains and updates personal information in its customer, marketing and contact database as necessary, or when we are advised that the information has changed. Data subject requests can be sent to Tana by using the contact form available on the www.tana.fi webpage.

9. Other rights of the data subject

A. Right to be forgotten:

Each data subject shall have the right granted by the European legislator to obtain from the controller the erasure of personal information concerning him or her without undue delay, and the controller shall have the obligation to erase personal data without undue delay, as long as the processing is not necessary and/or when there is no longer a legal justification for processing. Request to erase personal information must be addressed to Tana in writing (see contact details in section 2).

B. Right to object:

Data subject has the right granted by the European legislator to object, on grounds relating to his or her particular situation, at any time, to processing of personal data concerning him or her, which is based on point (e) or (f) of Article 6(1) of the GDPR. This also applies to profiling based on these provisions. Tana shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defence of legal claims. If you wish to exercise your right to object, contact the controller (see contact details in section 2).

C. Right to object the use of personal information for direct marketing purposes:

Individuals have the right to object at any time to the processing of their personal information for direct marketing purposes. If you wish to object or withdraw your consent, you must address a written request (see contact details in section 2).

D. Right of restriction of processing

The data subject has the right granted by the European legislator to obtain from the controller restriction of processing where one of the following applies:

- The accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data.
- The processing is unlawful and the data subject opposes the erasure of the personal data and requests instead the restriction of their use instead.
- The controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims.
- The data subject has objected to processing pursuant to Article 21(1) of the GDPR (pending the verification whether the legitimate grounds of the controller override those of the data subject)

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of the processing of personal data stored by Tana, he or she may at any time contact the controller (see contact details in section 2).

10. Storage and security of personal information

The personal data will be stored as long as needed for the above said purposes. After that, the personal data will be effectively deleted or made anonymous.

All information is processed and stored following the principles laid out in the Tana Privacy Policy. The Tana Privacy Policy can be found on the company website at www.tana.fi and Intranet network.