

## DESCRIPTION OF THE FILE

Personal Data Act (523/1999) section 10 and 24 §

Date of drafting: 28.2.2017

1. Controller	Name  Marimekko Oyj (0111316-2)
	Contact information  MARIMEKKO CORPORATION P.O.Box 107, FI-00811 Helsinki Puusepäkatu 4, FI-00880 Helsinki Tel. +358 9 758 71
2. The person in charge and/or contact person	Name  Eevi Rinne
	Contact information  eevi.rinne@marimekko.com Direct +358 9 758 7209 MARIMEKKO CORPORATION P.O. Box 107, FI-00811 Helsinki Puusepäkatu 4, FI-00880 Helsinki
3. Name of the register	Registrations for the Annual General Meeting of Marimekko Corporation.
4. The purpose for processing the personal data / the purpose for the use of a register	<p>The purpose for use of this register is to enable shareholders of Marimekko Corporation to register for the Annual General Meeting form on the company's website. A technical provider of the service is Euroclear Finland Ltd.</p> <p>Registration to the Annual General Meeting through Internet requires the Marimekko Corporation's shareholders' personal data collection to identify the shareholder's registration and to ensure the ownership of shares. Through the service, the shareholder has a possibility to authorize a representative or proxy representative by making an electronic authorization.</p> <p>The personal data given by shareholders to Marimekko Corporation is used only in connection with the Annual General Meeting and the necessary processing of related registrations. The Company will not disclose the data given for direct marketing purposes.</p>

5. Content of the register	<p>Euroclear Finland Ltd operates as a technical provider to collect personal data when shareholders register to the Marimekko Corporation's Annual General Meeting through Internet. The connection from the user's browser to the server of Euroclear Finland Ltd is encrypted with SSL-technology.</p> <p>Through this service the following data can be collected: Name, personal identity number, business identity code, address, phone number, e-mail address, number of book-entry account, number of shares and votes</p> <p>The number of book-entry account is used only for the identification of Euroclear Finland Ltd's registration system and it is not delivered to the company.</p>
6. Regular sources of information *	<p>When registering via the Internet to Marimekko Corporation's Annual General Meeting, the shareholder needs to enter personal data. According to the personal identity number, the system compares the information to the company's shareholders' register maintained by Euroclear Finland Ltd and extracts the ownership information from the shareholders' register. When making the electronic authorization, the shareholder shall also enter the necessary personal data of the proxy representative.</p>
7. Regular destinations of disclosed data and whether the data is transferred to countries outside the European Union or the European Economic Area	None.
8. The principles how the data file/register is secured.	<p>A. Manual register (place of storage and the methods of protection)</p> <p>The data is stored in an area with restricted access.</p> <p>B. Data register/ADP register (principles for the right to use a register, monitoring of the use and actual protection of hardware)</p> <p>Euroclear Finland Ltd is responsible for the maintenance of the register. The connection from a user's browser to the server of Euroclear Finland Ltd is encrypted with SSL-technology. Only certain people have access to the system and the collected data by a user identification and password.</p>
9. Right of access and realization of the right of access	<p>This description of the file and information about data protection is available on the company's website <a href="http://company.marimekko.com">company.marimekko.com</a> under Investors/Management/General Meeting.</p> <p>The shareholder has a right to inquiry the recorded and unrecorded personal data saved in the register about him/her. The register controller is obligated to inform the registered shareholder about the regular sources of data in the file, the use of the data in the file and the regular destination of disclosed data.</p> <p>The shareholder, who wants to access his/her personal data, should request this from the register controller by a personally signed or otherwise comparably verified document.</p> <p>Inquiries to Eevi Rinne. Please see the contact information above.</p>

<p>10. Rectification and realization of the rectification</p>	<p>A register controller is required to his/her own initiative or at the request of the registered shareholder, without undue delay, rectify, erase or supplement personal data in the register if it is incorrect, unnecessary, and incomplete or outdated.</p> <p>The controller is also required to prevent the distribution of such data, if this could compromise the privacy protection of the shareholder or his/her rights. If the register controller refuses to implement the shareholders correction request, a written certificate of this action will be issued to the shareholder. The certificate will also mention the refusal reasons of the correction. In this event, the shareholder may bring the matter to the attention of the Data Protection Ombudsman.</p> <p>The controller notifies the corrections to the recipients to whom the data has been disclosed and to the source of the incorrect personal data. However, there no notification obligation if it is impossible or unreasonably difficult.</p> <p>Rectification requests to Eevi Rinne. Please see the contact information above.</p>
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