

B2B Customers and Partners and Investor Relationships Data File

Drafted on 18.5.2018, updated on 10.10.2019

1 Data controller

Marimekko Corporation (Business ID 0111316-2)
Puusepäntäkatu 4
00880 Helsinki
Finland

2 Data controller contact information

Your contact person in Marimekko
or
privacy@marimekko.com
Tel. +358 9 758 71

3 Name of the data file

B2B customers and partners and investor relationships of Marimekko Corporation.

4 Grounds and purpose for processing personal data

Grounds for processing personal data is based on legitimate interest of the data controller; practicing of our business operations, managing , developing and analyzing of our B2b customer, partner and investor relationships and direct marketing.

5 Content of the data file and the group of the data subjects

The data file contains benefits, services and campaigns targeted to the data subjects and information on the usage of them, communication and actions related to the customer relationship or on other pertinent connection. The data file also contains the following personal data of the contact persons and persons in dominant position of the B2B customers and partners:

- Identification data: name, company, title/position, postal address, email, telephone number

Regarding investor relationships, the following data is collected:

- Name, company, title, email address, possible share ownership

The data subjects are the B2B customers and partners of the data controller, such as IT- and other suppliers, PR and press contacts, potential B2B customers and investors and potential investors.

6 Sources of information

The data is collected from the data subjects at the beginning and during of the customer or partner relationship or other pertinent connection.

Data (e.g. credit ratings/bad credit history of entrepreneurs and contact information of persons in dominant position in a company) is also purchased (not retained in our own registers) from companies providing such services and updates on the data are obtained from authorities, organizations and companies providing update services, public registers and other public sources. The source of the shareowner information is the shareholders register held by Euroclear Finland Ltd on behalf of the Board of Directors of Marimekko Corporation.

7 Disclosure and transfer of data outside the EU or the EEA area

Marimekko may disclose personal data of this data file within the Marimekko group companies and to authorized third parties to the extent they are involved in the execution of the purpose for processing personal data of this data file and also on the basis of a mandatory legal requirement.

Personal data of this data file might be transferred outside of the EU and the EEA area for the purposes for processing personal data of this data file. In that case we will ensure that the general principles are adhered to and ensure that the adequate level of data protection is realized.

8 Principles of the protection and retention period

The data file can only be accessed by specified persons to the extent required for their duties, both for the data controller and the possible data processor.

The data is retained as long as it is necessary for the purpose for processing personal data of this data file.

9 Rights of the data subject

Right to inspect data and right to demand the rectification of data

Data subjects have the right to inspect the data stored in the data file of themselves and to demand rectification and deletion of incorrect information. Such requests should be submitted in writing to the contact person of this data file mentioned in point 2.

Other rights

According to the GDPR (in force from 25 May 2018) the data subjects have the right to object or restrict the processing of data on themselves and the right to make a complaint on the processing of personal data to the national data protection supervisor authority.