

Annual General Meeting Registrations Privacy Statement

Updated on 8 February 2023

1 Data controller

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

2 Data controller contact information

privacy@marimekko.com
Tel. +358 9 758 71

3 Name of the data file

Annual General Meeting participant registrations of Marimekko Corporation.

4 Grounds and purpose for processing personal data

Grounds for processing personal data is based on Companies Act and legitimate interest of Marimekko Corporation (organizing of the General Meeting). The purpose for processing personal data is organizing the General Meeting i.e., enrollment of the participants, informing, verifying identity and the right to participate and other meeting arrangements.

The data is also used for establishing a list of participants and organizing of possible voting as well as for complying with other rights and obligations of the Companies Act.

The data will not be disclosed for direct marketing purposes.

The technical provider of the service is Euroclear Finland Ltd.

5 Personal data processed and the group of the data subjects

The data file contains the following personal data of the shareholders and the registered participants of the General Meeting: name, personal identity number or date of birth, address, phone number, e-mail address, number of book-entry or equity savings account. The same personal data can be collected of an assistant or authorized representative.

6 Sources of information

Personal data is collected mainly from the data subjects themselves when they register or from someone acting on the shareholder's behalf or from the list of shareholders of Marimekko Corporation.

When making an authorization the shareholder shall disclose the necessary personal data of the proxy representative and is responsible for the proxy representative's consent for this.

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 Euroclear Finland Oy to the extent they are involved in the execution of the purpose for processing personal data of this data file. Marimekko commits Euroclear Finland Oy to keep all personal data disclosed to them secret and to secure the data sufficiently.

Euroclear Finland Ltd acts as the provider of the system for the registration for the Annual General Meeting and as a data processor on behalf of Marimekko Corporation.

Data will not be disclosed or transferred outside the EU or the EEA area.

Data may be disclosed to the authorities for investigation of criminal offenses.

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 data processor.

The data recorded in the minutes of the General Meeting or attachments to the minutes are retained as required by the Companies Act. Other personal data will be destroyed when they are no longer necessary for the purpose of the minutes of the General Meeting or certifying the accuracy of the information contained therein.

Euroclear Finland Ltd shall be 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. Technical data protection is being used in the application, by which the entered information shall remain unchanged and is available only for the authorized persons.

9 Rights of the data subject

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.

Further, 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.

Data subject's rights can be exercised by contacting Marimekko as detailed in section 2.