

Privacy statement

This Privacy statement describes the personal data processing relating to Marimekko Corporation's Annual General Meeting on 15 April 2025.

Updated 7 March 2025

1. Data controller

Name: Marimekko Corporation

Address: Puusepänkatu 4, 00880 Helsinki

Business ID: 0111316-2

2. Contact person in matters concerning the processing of personal data

yk@marimekko.com

3. Purpose of the processing of personal data and legal basis

The purpose of processing the personal data is to enable organizing and execution of the Annual General Meeting according to law.

Personal data is processed only for the purposes necessary for arranging the Annual General Meeting. Personal data is processed for the purposes of confirming the identity of the registrant, checking the right to participate, preparing the Annual General Meeting's participant list, vote list and possible vote tickets, organizing voting and to manage possible advance questions and requests to speak in the Annual General Meeting.

The technical implementation of the registration system, General Meeting hall bookkeeping, advance voting and possible voting during the General Meeting is carried out by Innovatics Oy. The list of shareholders is maintained by Euroclear Finland Oy. Inderes Oyj shall provide the technical implementation of the General Meeting. In addition, other service providers are used when needed.

Processing of the personal data is based on Marimekko Corporation's legal obligations.

A webcast of the Annual General Meeting will be openly available to everyone (including the shareholders). The personal data of individuals participating via webcast will be processed only for the purpose of organizing the webcast and ensuring the technical functionality. The processing of personal data in connection with and relating to following the Annual General Meeting through webcast is based on Marimekko's legitimate interest to make the Annual General Meeting available via webcast (online).

4. Personal data processed

The personal data processed includes the shareholders' and the shareholder's proxy representative's name, date of birth and/or business identification number, address, contact details, number of shares and votes, voting information, method of identification, basis of representation, date of registration, and information of the assistant, proxy, advance questions, and possible other information provided during the registration. In addition, time of arrival and time of departure are recorded for those attending the General Meeting. For the purpose of technical maintenance and monitoring of the services, log data and the user's IP address are also processed.

The personal data contains Euroclear Finland Oy's list of shareholders at the record date, which contains e.g. the name of the shareholder, personal or business identification number, address and the number of shares.

The personal data contains Euroclear Finland Oy's temporary list of nominee registered shareholders who have registered to participate in the Annual General Meeting and the number of their shares.

5. Sources of personal data

The personal data is collected from the person or their representative when registering to the Annual General Meeting. When registering via post or e-mail, Marimekko Corporation or Innovatics Oy enters the registrant's personal data and possible advance votes to the register.

Based on the personal data provided in connection with the registration, Innovatics Oy retrieves the number shareholder's shares from the list of shareholders on the record date of the meeting created by Euroclear Finland Oy.

Innovatics Oy enters the information about the votes of holders of nominee registered shares.

6. Disclosures of personal data and personal data transfers to third parties and outside the European Union or the European Economic Area

The register of votes and a voting list and a summary of votes cast will be created based on the personal data processed, and the lists will be attached to the minutes of the Annual General Meeting. The list of votes includes the shareholder's and/or their representative's name, voting ticket number, the number of shares and votes, basis of representation and the participation method.

In accordance with the Limited Liability Companies Act, the shareholder register is kept available for viewing at the Annual General Meeting. The shareholder register contains the name, municipality, and the number of shares and votes as at the record date of the Annual General Meeting. The shareholder register will also contain the information of holders of nominee registered shares who have temporarily registered into the shareholders' register for the Annual General Meeting.

The personal data is made available for such parties who will participate in arranging the Annual General Meeting and who need the personal data for such purposes. The data is not handed over to commercial purposes.

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When an individual follows the Annual General Meeting through the webcast, the personal data is transferred, as necessary, to the third party service provider that manages the webcast for and on behalf of Marimekko.

For recipients with Finnish phone numbers, text messages are sent using a Finnish service. For those with international numbers, text messages are sent using a Swiss service.

Otherwise, personal data is not transferred or disclosed outside the EU or the European Economic Area.

7. Protection of personal data

Non-digital data is stored in a locked space and is available only for authorized persons.

Digital data is stored in a data center that meets the requirements for processing personal data. Data connection between the user's browser and the server is encrypted. Access to the personal data is limited to those employees of the data controller and its subcontractors who need and process the information for arranging the Annual General Meeting.

8. Retention period and erasure of personal data

Innovatics Oy stores the personal data for a period of maximum two years after the Annual General Meeting. Euroclear Finland Oy stores the personal data for a maximum of four months after the Annual General Meeting.

The list of participants of the Annual General Meeting is stored permanently to comply with Marimekko's legal obligations. It contains the participant's name, names of the possible assistant or proxy representatives, number of shares and details relating to voting.

All other data will be deleted, when they are no longer necessary for documenting the Annual General Meeting's minutes or checking for their accuracy.

The personal data of individuals participating via webcast will be deleted after the Annual General Meeting has ended.

9. Rights of the data subject

The data subject has the right to receive information on whether their personal data is being processed and, if their personal data is processed, the right to request access to their personal data from the data controller, as well as the right to request the rectification or erasure of such data. The data subject also has the right to request the restriction of processing or to object to processing, insofar as the processing is based on the legitimate interest of the data controller. The request should be addressed to the contact person mentioned in chapter 2 of this Privacy statement.

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The data subject has the right to lodge a complaint to the Data Protection Ombudsman, should they have concerns or remarks regarding the processing of personal data. The instructions for lodging a complaint can be found from the Data Protection Ombudsman's website <https://tietosuoja.fi/en/>.