

# General Meeting Participant Register Privacy Statement

## 1 Data controller

Marimekko Corporation (Business ID 0111316-2)  
Puusepänkatu 4  
00811 Helsinki

## 2 Data controller contact information

Legal and IPR Coordinator  
eevi.rinne@marimekko.com  
Puh. +358 9 758 71

## 3 Name of the data file

Annual General Meeting participant register 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 ie 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 and the Articles of Association of Marimekko Corporation.

The data will not be disclosed for direct marketing purposes.

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

The data file contains the following personal data of the shareholders and the participants of the General Meeting:

- identification data: name, personal identity number/business identity code, address, phone number, e-mail address, number of book-entry account
- status of the participant (e.g. shareholder, representative) and authorizations
- number of shares and votes, voting information
- information concerning enrollment and participation, e.g. time and means of enrollment and if necessary, possible accessibility or other needs (such as special diet)

- communication and actions directed to the data subject that are based on pertinent connection

The number of the book-entry account is used only for the identification in the Euroclear Finland Ltd and it is not delivered to Marimekko Corporation. The company has the opportunity to verify the voting results of a single shareholder in order to verify the correctness of the voting result.

## **6 Sources of information**

Personal data is collected mainly from the data subjects themselves when they register and 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 discloses personal data to Euroclear Finland Ltd to the extent it is involved in the implementation of the uses mentioned in this Privacy Statement. Marimekko commits the said parties to keep all personal data disclosed to them secret and to secure the data sufficiently.

Euroclear Finland Ltd acts as the technical provider and a data processor of the data file on behalf of Marimekko Corporation. Registrations made in the Internet and by the phone are outsourced to Euroclear Finland Ltd.

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**

A manual data files are stored in a locked place accessible only to employees of the controller who have the right to do so according to their job description.

The electronic 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.

## **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. Requests for this matter should be submitted in writing to the contact person of the data controller mentioned in point 2.