

# Personal data file description

This privacy policy is also a personal data file description and complies with Section 10 of the Personal Data Act (523/1999).

We are committed to our customers' privacy and we offer the opportunity to influence the processing of data. Our website collects user information intended for site development, usability, marketing and statistics. This information is intended to make the use of our website as smooth as possible for users.

## 1. Data controller

Name: IdaElina Oy  
Business ID: 2684545-8  
Address: Pitkäjärventie 71 B, 02730 Espoo

## 2. Person responsible for the data file

Name Päivi Kujanen  
Address: Pitkäjärventie 71 B, 02730 Espoo  
Email: paivi.kujanen@gmail.com

## 3. Name of the data file

Customer data file

## 4. Purpose of processing personal data

Personal data can be processed for the following purposes:

- Marketing (if the customer has given this explicit consent).
- Customer relationship management and customer communication

## 5. Information content of the data file

The data file may contain the following information: name, email address, mobile phone number, company and address

## 6. Personal data storage

Personal data is stored in Kouta Media Oy's systems on Herman IT servers in Kajaani, Finland.

## 7. Regular sources of data

As a rule, customer data is obtained:

- From the users, through the data entered in the booking form.
- From the users, through the data entered in the form in the online service.
- Cookies may be used in the online service to improve the user experience.  
There is a mention of the use of cookies on the website that the users can accept.

What are cookies?

Cookies are small text files. The browser will delete cookies after a validity period. You can freely manage any cookies that may appear on your page. The cookie informs the server of how the site was used during the visit. For example, a cookie ensures the user's choice of language selection.

Google Analytics

Our site uses Google Analytics to compile a statistical analysis of web site visits. This does not collect identifiable information about users.

Personal data collected through cookies and analytics

Visitor tracking and tracking is information provided by the browser and the Internet that does not provide information that identifies the visitor as a person. Also, information is not processed or compounded at any time so that the information would become personalized and the user identified.

#### **8. Regular disclosure of data**

- The information is not used for marketing purposes without the customer's specific consent.
- Data is not regularly disclosed or transferred to countries outside the EU or the EEA, excluding the data collected by the third-party services described in Section 7.

#### **9. Transfer of data outside the EU or the EEA**

- Data is not regularly disclosed or transferred to countries outside the EU or the EEA, excluding the data collected by the third-party services described in Section 7.

#### **10. Customer rights**

Right to inspect and rectify information and to erasure

- Customers have the right to access their data stored in the data file.
- If any of the details are incorrect or the customer wishes to delete his/her data from the data file, s/he may submit a request for rectification to the person responsible for the data file mentioned in Section 2.

#### **11. Principles for the protection of the data file**

Manual material

- There is no manual material.

Electronically stored data

- Personal data is treated as confidential. The hardware on which the data file is stored is protected by a firewall, regular backups and other technical measures necessary for protecting and safely storing the personal data.