

# **BIG BUSINESS INSIGHT GROUP OY PRIVACY POLICY**

*Updated on 25 May 2018*

This Privacy Policy describes how BIG Business Insight Group Oy processes personal data. BIG Business Insight Group Oy is committed to safeguarding the privacy of the users of its services according to the EU's General Data Protection Regulation. The Privacy Policy is applied to the marketing of event services offered by BIG Business Insight Group Oy and to the subscribers of the newsletter.

Personal data means any information from which an individual person can be directly or indirectly identified.

## **1 CONTROLLER**

BIG Business Insight Group Oy acts as the Controller  
Business ID: 2782663-8  
Kalevankatu 31 A, 00100 Helsinki, Finland

## **2 PURPOSE OF THE PROCESSING AND CRITERIA FOR PROCESSING**

Personal data is processed for the following purposes:

- Event communication
- Marketing

The criteria for processing the personal data of data subjects is the marketing communication related to the offering of the services conducted based on legitimate interest.

When we process information based on legitimate interest, we limit the processing of personal data to what is strictly necessary and proportionate placing the interests of the customers above the interests of the Controller.

## **3 COLLECTED DATA AND DATA SOURCES**

Personal data is primarily collected from the user. Personal data from third parties is mainly collected from public and private registers as well as public sources.

We collect essential personal data as described in section 2 Purpose of the processing.

### **Information to be collected**

- Name
- E-mail address
- Phone number
- Company
- Title
- Permissions and consents
- Information on the interests, provided by the user
- Other information collected from the user

### **Personal data collected from parties other than the data subject**

- From cooperation partners related to the offering of services.
- From third parties, mainly from public and private registers.
- From public sources.

#### **4 DATA TRANSFERS TO THIRD COUNTRIES**

Personal data is not transferred outside the EU/EEA.

#### **5 DATA PROTECTION AND CONFIDENTIALITY**

BIG Business Insight Group Oy ensures the protection of the processed data by implementing appropriate technical and organisational safety measures. BIG Business Insight Group Oy ensures that no personal data is lost, misused or otherwise used in an unauthorised manner.

Technical safety measures are, for example, the safe and secure use of devices, passwords and secure IT systems and services. Data in BIG Business Insight Group Oy may only be processed by separately defined persons according to BIG Business Insight Group Oy's instructions.

Written commitments required by the data protection legislation have been signed with service providers and other personal data processors.

Personal data is stored no longer than it is relevant for the company's business and required by legislation.

The Controller erases the personal data, upon the data subjects request, without undue delay.

#### **6 COOKIES AND OTHER TRACKING TECHNOLOGIES**

A cookie is a small text file that is stored on your device by the internet browser. We use cookies, trackers and other equivalent technical identifiers and technologies to identify end terminals, track and analyse the use of the services and usage patterns, improve the service quality and comfort, offer recommendations, further improve our services and target our advertising and other marketing.

#### **7 RIGHTS OF THE DATA SUBJECT**

- Review the data
- Correct and erase data
- Transfer data, restrict the processing and object to the processing of data
- Object to direct marketing (prohibit)
- Revoke consent

#### **8 CONTACT INFORMATION**

Enquiries, reclamations and requests may be addressed to the Controller.

BIG Business Insight Group Oy  
Kalevankatu 31 A  
00100 Helsinki, Finland

Contact person in data protection matters: Aleksi Helander  
customer@bignordic.com

BIG Business Insight Group Oy reserves the right to amend this Privacy Policy due to service development or legislation amendments by giving notice of any amendments on our website.