

26.7.2019

## **Industrial News Services Privacy Policy**

### **1. Register holder**

As a register holder and according to the regulation (EU) 2016/679 of the European parliament and of the council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation, hereinafter “**GDPR**”) Industrial News Services – INS Oy/Ab, Y-tunnus: 1868192-4, Iso-Roobertinkatu 20-22, 00120 Helsinki, (hereinafter “**INS**”) hereby informs in this Privacy Policy about the purpose of the personal data processing.

INS keep its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 26.7.2019.

### **2. Name of the register**

**Client, media and marketing register**

### **3. Legal basis and purpose of collecting and processing personal data**

Personal information is processed based on the following rights in EU General Data Protection Regulation:

- a) Consent of the data subject;
- b) Agreement;
- c) law; and
- d) legitimate interest

INS collect and process the personal data for the following purposes;

- a) To process your service orders and manage your account;
- b) Upon agreement keep you updated with news of services we think you and your business will find valuable;

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- c) For individuals identified as working in editorial positions – email you with press release texts on behalf of our clients that we have specifically matched as relevant to add value to your associated publications.
- d) collect information relating to your job title in order for us to contact you with appropriate and relevant content.
- e) Internship and job applications whit attached files.

Data is not however used for automated decision-making or profiling.

#### **4. Content of the register**

The information stored in the register can be the following: person's name, position, company/organization, contact information (phone number, email address, address), IP address of the network connection, information about the ordered services and their changes, and other information related to customer relationship and services. The user gives consent to the data to be collected, depending on the contact form used on a case-by-case basis.

#### **5. Source of information**

Personal data is collected from a data subject when the data subject uses INS website service, email, telephone, social media, cookies, contracts, client meetings and in other occasions where the data subject discloses personal data. Personal data can also be updated by obtaining appropriate data services from the companies and authorities providing them. Personal data is also collected from publicly available sources (e.g. possible future client company websites).

#### **6. Rights of the registered**

As a data subject you have the right, at any time, to object to the processing of your personal data for direct marketing purposes. You may give INS channel-specific consents and prohibitions concerning direct marketing (e.g. prohibit marketing messages sent by e-mail but allow marketing messages sent by mail).

Furthermore, the data subject has the right to, according to applicable data protection legislation, at any time:

- be informed about the processing of your personal data;
- obtain access to data relating to you and review your personal data in INS processes;

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- require rectification and completion or erasure of inaccurate and incorrect personal data;
- obtain a restriction of processing of your personal data.

If the subject withdraws the consent of processing the personal data, it will not affect lawfulness of the process based on the consent given before the withdrawal.

## **7. Principles of data security and storage**

INS respect the confidentiality of your personal data. Material containing personal data shall be kept under lock in space which only separately appointed persons have access. Digitally processed personal data are protected and stored in INS systems accessible exclusively to INS employees. INS employees have their own credentials and passwords to access the personal data.

## **8. Transfers of your personal data**

INS do not transfer your personal data outside the EU or European Economic Area. Personal data shall not be disclosed to a third party for any other purposes than service-related processing.

## **9. Cookies**

INS use cookies in a range of ways to improve your experience on our website. INS use these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A combination of first-party and third-party cookies are used.

## **10. How do you contact us?**

All requests concerning the use of the rights mentioned above, questions about this privacy policy and other contacts should be made by e-mail to [services@ins.fi](mailto:services@ins.fi)

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