

Privacy Policy

Mellakka Helsinki | Influencer and Decision-Maker Registry

Mellakka Helsinki processes personal data responsibly and adheres to good data processing practices, laws and official guidelines. The purpose of this Privacy Policy is to describe the types of data that Mellakka Helsinki collects and how we use this data.

Data collected and regular sources of information

We collect generally available information for our Influencer and Decision-Maker Registry. This data may include the following:

- Generally available information about a person's position, tasks and what they involve, such as name, organisation, position within the organisation, age, gender and contact information.

We may also collect personal data from third parties, including from government entities, trade registers and from the registered entity itself.

Grounds for and purpose of processing personal data

The processing of personal data is based primarily on the legitimate interests of the controller in accordance with the relevant data protection legislation, such as direct marketing. The data is processed within the limits set out by the above grounds for processing personal data, and the purpose of processing personal data is to offer Mellakka and its cooperation partners information for:

- Communications, marketing and sales activities
- Opinion polls and market research

Disclosure of data

In accordance with data protection legislation, personal data may be disclosed for legitimate and compatible purposes. Data may be disclosed for marketing purposes, as well as for opinion polls and market research, for updating information and for other similar reports for our partners. In addition, we may disclose non-personal (anonymous) information to third parties for the purpose of analysis.

Storage of personal data

Mellakka and affiliated companies may process personal data in accordance with existing data protection legislation. Data may be processed only by designated persons and in accordance with Mellakka's guidelines. Data stored in the registry is deleted when it is no longer needed for the purposes of processing, to comply with existing legislation, or to maintain and uphold our legitimate interests.

Transfer of data outside the European Union or the European Economic Area

Personal data is not transferred or otherwise processed outside the European Union or European Economic Area.

Personal data controllers and principles in accordance to which the registry has been secured

Access to personal data is limited to those persons and employees for whom processing the data is justified and necessary for the performance of their duties. We use external service providers to provide technical solutions and services for the processing of stored data, as well as a special technical interface to open stored data. The stored personal data may be shared with such service providers and third parties to the extent necessary to maintain, develop and provide these services. For external service providers, we guarantee through contractual arrangements that personal data will be processed in accordance with data protection legislation and otherwise appropriately.

The data stored in the register is protected by the most appropriate organisational and IT protection methods and procedures. However, information systems connected to the Internet are not absolutely data secure. In the unlikely event that the privacy of personal data stored in the personal data file is compromised or has been compromised, we shall inform the data subject, as well as the relevant authorities, of the compromised personal data as required by data protection legislation without undue delay within 72 hours of the data having been compromised or its possible detection.

Cookies

We use cookies and other technical monitoring tools on our website. A cookie is a small text file that the browser stores on the device used to browse the site in order to identify and re-authenticate the user. Cookies allow us to identify visitors who return to our website and use them to analyse how our web pages are used, such as for statistical monitoring.

Visitors to our website who do not want cookies to be stored on their device can block them on their browser settings and, if necessary, delete existing cookies by clearing their browser history. For instructions on how to prevent cookies and clear page history, refer to the instructions for your browser. Some of the cookies we use may be indispensable for some features of the site.

Our website may also include the cookies of third parties, such as analysis and tracking services, subject to the terms of this privacy policy.

Rights of data subjects

Data subjects are entitled to access information about themselves, as well as to demand that incorrect, incomplete or outdated information be corrected, deleted or updated. Data subjects are entitled to deny the use of their personal data for distance selling and direct marketing purposes, for market surveys and opinion polls, and for personal registers and genealogy research, as well as to deny the use of their personal data for automated decision-making, including profiling. If the processing of personal data is based on the explicit consent of the data subject as given to Mellaka, the data subject is entitled to withdraw his or her consent to the processing of his or her personal data insofar as it is not based on a legitimate interest.

In order to exercise these rights, data subjects are requested to contact the controller using the contact information listed at the end of this Privacy Policy.

General

Our website may contain links to websites maintained by third parties. We are not responsible for the processing of personal data by such sites, as they are subject to their respective privacy policies and terms of use.

This Privacy Policy may be amended. Data subjects shall be notified about any substantive changes that may affect their rights.

Name of the register, controller and contact information

Name of the register: Mellakka Helsinki Oy's Influencer and Decision-Maker Registry
Controller: Mellakka Helsinki Oy
Pursimiehenkatu 29-31 A, 00150 HELSINKI

Contact information: info@mellakkahelsinki.fi