

**PRIVACY STATEMENT****1. Data Controller**

Renesans Consulting LTD (Business ID: 2592735)  
Street address: Sofia Helsinki, Sofiakatu 4C, FI-00170 Helsinki  
Tel.: + 358 40 900 0480

**2. Person in charge of the register**

CEO Niclas Lindgren  
E-mail: niclas.lindgren@renesans.fi

**3. Name of the register**

Renesans Consulting Marketing and Client Register

**4. Justification of processing personal data**

According to the European Union General Data Protection Regulation and depending on the purpose of the processing, the legal grounds for the processing of personal data are the legal obligations of the controller, contract, consent, and the legitimate interest of the controller.

The legitimate interest of the controller is the grounds for the processing when there is relevant connection between the data subject and the controller.

Such a relevant connection may be formed

- when the data subject has on his/her own initiative contacted the controller, or
- when the controller processes the data subject's personal data in connection with business or cooperation between the data subject's employer and the controller.

**5. Purpose of processing personal data**

Personal data is processed for the following purposes:

- Customer relationship and customer service management
- Invoicing
- Purposes related to the products and services of the controller, such as the development, provision, implementation and marketing of products and services
- Implementation of the rights and obligations of the customer and the controller
- Remarketing based on website behavior online and on social media

On basis of its legitimate interest, the controller may also save to its customer filing system personal data of contact persons and representatives of potentials clients which can be, on reasonable grounds, expected to be interested to acquire products and services provided by the controller.



Personal data is processed based on the consent of the data subject (for example, downloading material from the site or entering data). The data subject has the right to withdraw his/her consent for the processing of personal data at any time by using the contact methods indicated in this privacy statement.

## **6. Contents of the register**

The filing system contains data on the following persons:

- The controller's customers as well as their representatives and contact persons
- Representatives and contact persons of the controller's subcontractors and suppliers
- Potential customers
- Other stakeholders

The following data necessary for each purpose is processed on the data subject:

- Name
- E-mail
- Phone number
- Country of residence
- Company and position
- Company address information
- Customer relationship and order information
- Ordering of electronic material from the website
- Website behavior and analytics
- Participation in events
- Marketing ban
- Interests related to the use of the services and other information provided by the data subject
- Content created by or pertaining the data subject (for example content and communications created in the social media platform related to the controller)

## **7. Duration of storing of the data**

The controller shall process and store personal data only for as long as is necessary for the predetermined purpose of the personal data.

The stored data is generally obtained from messages sent on the forms on the webpage, from e-mail, telephone, social media platforms, contracts, customer meetings and other situations where the customer shares information. Information is obtained from Google Analytics.

## **8. Regular disclosures of data**

In principle, the controller will not disclose the personal data of data subjects to third parties.

Personal data collected with the partners can be shared with the parties for marketing purposes.

## **9. Transfer of data outside the European Union or the European Economic Area.**

In principle, personal data is not transferred outside the European Union or the European Economic Area. In the technical implementation of its services, the controller uses reliable service



providers that process personal data on behalf of the controller. Some of these service providers might store data outside the European Union or the European Economic Area.

## **10. Cookies**

We use cookies on this website to help us process and analyze information related to the use of our website. Cookies are small text files that are stored on your computer when you visit certain websites. Cookies help us better understand what kind of content the users of our site are interested in and provide them with relevant content. Cookies do not harm users' computers or files. However, the user may choose to disable the use of cookies through browser settings.

## **11. Right of access, rectification, and erasure**

The data subject has the following rights applicable on a case-by-case basis:

The data subject has the right to obtain confirmation from the controller on whether personal data concerning him/her is being processed or not. If personal data is being processed, the person has the right to check on the data, the right to request the controller to rectify inaccurate data concerning him/her and to erase some personal data concerning him/her. If the data subject wants to check on the data or request rectification, the request must be sent to the controller in a written form. The controller has the right to request the data subject to prove his/her identity. The controller will answer to the data subject in the time defined by the European Union General Data Protection Regulation (generally, in one month).

If your request is blatantly unfounded or unreasonable, we may either charge a reasonable fee based on administrative costs for the implementation of the request or refuse to carry out the requested action.

The privacy statement was last updated on 27 October 2021.