

DIRECT MARKETING REGISTER PRIVACY POLICY

Name of the register

Direct Marketing Register of MORS Software Oy

Controller of the register

MORS Software Oy

Aleksanterinkatu 48 A, 5th Floor, 00100 Helsinki, Finland

FI20192636

Contact information for matters related to the register

sales@morssoftware.com, +358 9 6829 650

Legal basis for the register

Personal information is processed in the register for the purposes of legitimate interest relating to the professional role of the data subjects, with minimal privacy impact.

Purpose of the processing of personal data and the direct marketing register

Personal information is processed to provide information such as industry's best practices, regulations and company's offering for professionals within the company's operating field, in the form of direct e-mail or other comparable marketing campaigns and online marketing.

Description of the groups of registered persons

The Direct Marketing Register includes personal contact information for professional contacting of customer contacts, potential customer contacts and other professionals working within the industry in functions likely to have a relevant link to the domain where the company operates.

Content of the Customer Register

Personal information processed in the Direct Marketing Register can be grouped as follows:

- Name, e-mail addresses, telephone numbers and profession/title
- Information about permissions or refusals for direct marketing
- Information about communication with company representatives
- Other information representing management of marketing actions
- Information related to potential customer contract or other relevant premises as well as information concerning the services used

Regular sources of information

Personal information is collected from data subjects via online forms on the company's website, in other communication with the data subject or with the data subject's organisation, or from customer communications. Personal information can also be received from the organisers of sponsored industry events, when delegates have permitted the handover of their contact information.

Regular hand-over of information

Personal information is not handed over to third parties. Handover of information is possible only with the permission of the data subject, or in accordance with effective legislation.

Personal information is processed by carefully selected service providers and affiliates to maintain the Direct Marketing Register and in carrying out the company's marketing activities.

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

Personal information can be transferred out of the European Union or the European Economic Area only in accordance with the legislation set out for data privacy. Data processing of the Direct Marketing Register is performed by using service providers, whose servers may on occasion be physically located outside the European Union or the European Economic Area.

Principles of data security

Processing of personal information is performed by adhering to the appropriate data management practice and in compliance with obligations regarding due diligence and protection, as set out in the legislation for data privacy.

Processing of personal information is carried out by undertaking the necessary technical and organisational measures to protect personal information from inappropriate access, from accidental or illegal disposal, alteration, handover, transfer or other illegal handling of information.

Personal information can be accessed only by those persons whose duties and work assignments require processing of personal information.

Digitally stored and processed information is held in databases that are protected by firewalls, passwords and other technical means. Data files in paper format are stored in locked spaces.

Personal data storage period and principles of storage

unnecessary information is deleted within a month after the company has received information of its obsolescence.

Rights of data subjects

The persons included in the register are entitled to check their information in the register. In order to do this, they must send a written, personally signed request to the company. Such an enquiry can also be made at the company's offices in the address specified above.

The data subject is entitled to demand the correction of an incorrect piece of information in the register.

The data subject has also the right to have the controller delete the personal data concerning the data subject in certain situations and request to transmit this data to another controller.

Electronic direct advertising may be delivered to the data subject. The data subject has the right to prohibit the controller from processing their data for purposes of direct advertising, distance selling and other direct marketing, and for market surveys and polls.

The possible disputes shall be resolved primarily with negotiations with the data subject. The data subject has the right to lodge a complaint with a supervisory authority.

Website

The online forms on the company's website transfer information in a secure way.

The website contains links to other third-party sites not associated with the company. The company is not responsible for the content or privacy practices of other such sites.

The website use cookies to analyse trends, administer the website, track users' movements around the website, and to gather demographic information from the website visitors. Third party cookies enable third party features or functionality to be provided on or through the website. The website uses Hubspot platform, which provides tools for crm, content management, web analytics, landing pages and search engine optimization. The information collected in Hubspot is sales and marketing data gathered through lead interaction, public directories, and/or reputable 3rd party sources. Usage of a cookie is not linked to any personally identifiable information on the website. The website use Google Analytics and LinkedIn Insights cookies to track and measure the usage of the site. Google Analytics and LinkedIn Insights are widespread and commonly used analytics tools, which tracks e.g. length of each visit or number of pages visited. Usage of a cookie is not linked to any personally identifiable information on the website. [This page](#) explains how Google manages data in its products.