

### **Posti's address information system is the responsibility of Posti Ltd**

Posti Ltd (hereinafter "Posti") collects, discloses and otherwise processes the address information system's personal data in accordance with the Postal Act, the Personal Data Act, the Information Society Code and other applicable legislation, and on the basis of the consent, by assignment, or based on the customer relationship of the person concerned.

#### **Posti's address information system is maintained by:**

Posti Ltd (business ID 0109357-9)  
P.O. Box 1  
FI-00011 POSTI  
Street address: Postintaival 7 A, Helsinki  
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#### **Contact person:**

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### **The address information system is used for mail communication services**

The purpose of the address information system is mail communication and attending to services related thereto, i.e., postal services under the Postal Act as well as the production of services to the message senders and recipients related to sending, controlling, transferring and receiving packages, goods deliveries, publications and other physical deliveries as well as e-mail messages, text messages, phone calls and other electronic messages.

For forwarding, mail delivery interruption and other corresponding Posti services in the address information system, the customer relationship is created between Posti on the one hand and between the subscriber and all persons of age on the other hand to whom the subscriber has subscribed the service at the same time. A customer relationship is not created if the person informs Posti of a change of address for physical deliveries without ordering supplementary services.

Customer information is processed in accordance with the Personal Data Act to manage, analyze and develop Posti's customer relationships, for invoicing, reporting as well as for informing and marketing of products and services of companies belonging to Posti and the Posti Group and their partners and for market surveys. For example, for customers receiving the summer address service, Posti can offer delivery to the summer dwelling instead of mailbox, and the summer locality or village shop acting as Posti's partner can send advertisements and announcements.

The information in the address information system is also processed in order to identify the parties of mail communication services, take care of the information security of the services, detect, prevent and deal with cases of misuse, detect and repair technical faults and defects, give customer support to senders and recipients and develop mail communication services.

### **Only information necessary for mail communication services is maintained in the address information system**

The address information system contains the name, address and other contact details of persons belonging to the groups described below, information necessary for sending, controlling and forwarding messages, delivering messages to the recipient, receiving messages and information necessary for managing the customer relationship:

- person's basic information (names, personal identity number, language)
- address information
  - physical address and location information
  - building information
  - other address information
    - telephone numbers
    - e-mail addresses
- message control information and technical specification and auxiliary information needed for maintaining contact details and implementing mail communication services
- permits and bans issued by the person for the processing of information in the address information system
- customer information (e.g. agreement, order, service provision and invoicing information)

The personal identity number required to distinguish between people with the same name. The number is also used to ensure the reliability and controllability of the system as well as the accuracy of Posti's mail delivery and address services.

### **Reliable information sources**

- Posti obtains the basic information from the population register according to Section 38 of the Postal Act, decision of the Population Register Centre and the Personal Data Act.

- Posti collects address information from the person himself according to Section 38 of the Postal Act and Section 8 of the Personal Data Act.
- Physical addresses are also maintained based on information received from delivery operations and housing and real property companies. Posti obtains building information from the building and apartment register according to Section 38 of the Postal Act, the Personal Data Act and decision of the Population Register Centre. Posti obtains information on new addresses generated as a result of land use planning, and map and location data, from the Population Register Centre, municipalities, the Finnish Transport Agency, the National Land Survey of Finland and other corresponding parties.
- Posti obtains control information from the senders and recipients of messages and from the mail communication process.
- Posti registers bans and consents based on the notification issued by the person. In addition, advertising ban information is also maintained by delivery operations.
- Customer information is generated in connection with agreements, orders and the use of ordered services.

### **Safe disclosure of information**

Posti forwards people's contact information from the address information system for mail communication as follows:

- contact information corrections only to companies, authorities and organizations that already have the person's contact information e.g. for managing customer and member relationships or based on other legal grounds:
  - the person's name and address information based on the Postal Act;
  - other contact details based on the person's consent or by his assignment;
  - the message control information and advertising ban information needed by senders based on the Personal Data Act or the person's consent or assignment; and name and address information and information on assignments related to changes to delivery for another postal company for the implementation of postal operations
- otherwise only based on the consent or assignment separately issued by the person

Posti does not disclose personal identity numbers.

Target groups are not selected from the address information system for direct marketing campaigns. Direct marketing by different companies can be prohibited by notifying the prohibition directly to the companies in question. In addition, a direct marketing ban can be made with the Finnish Direct Marketing Association concerning its member companies.

Posti can disclose the customer information in the address information system within the limits permitted and required by valid legislation (e.g. name and address information of the summer address service and for advertisements and announcements of a summer locality or village shop that is a partner of Posti).

Due to the technical processing of data, some of the data may be physically situated on external subcontractor servers or hardware, through which they are processed via a technical remote connection. Personal data is not transferred outside the European Union or the European Economic Area, unless it is necessary for the technical implementation of the service.

In all situations, the precondition for disclosing and transferring data is that the companies, authorities and organizations receiving and processing the data have signed an agreement with Posti to ensure the lawful processing of the data.

### **Checking, correcting and supplementing data, issuing usage bans**

The easiest way to check, correct, supplement and remove contact details or place a disclosure ban on them is to go to the Internet address [www.posti.fi](http://www.posti.fi).

By personally visiting Posti's address mentioned at the beginning or by sending a signed check or correction request to the mentioned address, you can also

- check other information included in the address information system and have it corrected according to Section 26 of the Personal Data Act,
- prohibit Posti from using the customer details for the direct marketing of the services and products of Posti and its partners.

### **The information is safe**

Posti will retain the information in databases, which have been protected by firewalls, passwords and other technical measures. The databases and their backup copies are located in locked and guarded premises and only certain persons nominated in advance have access to the information. The Internet use of the Address Information System is protected and secured in accordance with the principles required by the Personal Data Act. The persons processing the information are bound by confidentiality.