

FILE DESCRIPTION in accordance with
Section 10 of the Personal Data Act (523/1999)

1.1.2015

1. Register holder (Controller)	<p>Name Posti Ltd Business ID 0109357-9 Registered domicile: Helsinki, Finland</p> <p>Postal address Postal code Telephone P.O. Box 1, FI-00011 POSTI, Finland +358 200 71000 (local network and mobile phone rates)</p> <p>Street address Postintaival 7 A, FI-00230 HELSINKI, Finland</p>
2. Person in charge of register or contact person	<p>Name</p> <p>Telephone +358 200 71000 (local network and mobile phone rates)</p>
3. Name of register	Customer database (ASTI)
4. Reason for processing personal data	<p>Personal data entered on this form is used to build a register of Posti Ltd (hereinafter Posti's) customers, i.e. this register contains personal data on persons registered as users of the Posti's services. For practical purposes, the register may also contain the Posti Group's customer relationship management data. In addition to basic information on customers, data is accumulated on contracts, service use and the scope of services used alongside information required for service production and management. Furthermore, the register may contain information provided by customers on their personal interests.</p> <p>Personal data will be used for the following purposes:</p> <ul style="list-style-type: none"> - To implement, develop and maintain services selected by the customer - To manage customer relationships, including <ul style="list-style-type: none"> o Identification at postal outlets o Sales and marketing o Customer communications o Customer support o Customer relationship management and other, similar activities, enhancement of the Posti's operations and marketing of its services. - To meet the operational needs of the Posti's businesses, such as o <ul style="list-style-type: none"> Implementation of service processes o Invoicing o Reporting o Correct routing of mail - To plan and develop the Posti's business operations - To communicate on the Posti's services, enhance sales and conduct market research - To communicate on services to the Posti's contract-based e-business partners and to advertise based on service contracts.
5. Information content	The Posti's private customer database contains the following information (obligatory information in boldface):

	<ul style="list-style-type: none"> - First name and last name - Addresses - Language - Personal ID code/passport number/EU-card number - electronic client identifier - Gender - Date of birth - Country issuing passport/EU-card - Telephone numbers - E-mail address - Customer preferences regarding direct marketing - Postal name, for distinguishing between persons with the same name and customer ID number - Any other information required by postal services <p>The personal ID code is used for the unambiguous identification of the customer</p> <ul style="list-style-type: none"> - When registering as a user of electronic services (through different channels and partners' services) - When delivering a registered or insured letter or other item or message requiring identification - When routing electronic letters - When providing services selected by the customer based on his/her advance consent. <p>Customer address data, used e.g. for routing electronic letters, is updated using information retrieved from the Posti's address data system ("OTS").</p>
6. Regular sources of information	<ul style="list-style-type: none"> - Registered persons - With the consent of the registered person in question, the bank or other third party performing identification of the registered person - The Posti's address data system for correcting and updating name and address data
7. Regular destinations of disclosed data and data transfer to countries outside the European Union or the European Economic Area	<p>Personal data is not disclosed for direct marketing purposes.</p> <p>Personal information can be disclosed for the following purposes:</p> <ul style="list-style-type: none"> - To convey information, on the means of delivery selected by the customer, to the sender or conveyor of a letter or other message or item, - To implement services selected by the customer based on his/her authorisation, - The Posti may disclose customer information within the limits provided by the applicable legislation. <p>As a result of the technical realization of information management, some of the information may be located on external subcontractors' servers or equipment, wherefrom it is processed through a technical usage connection. Personal data shall not be transferred outside the European Union or European Economic Area unless it is necessary for the technical implementation of the service. In all situations, the prerequisite for release and transfer of information is that the companies, authorities and organizations that obtain and process the information have concluded a contract with Posti ensuring that the processing of information occurs according to the law.</p>
8. Data protection policy	<p>The system is accessible solely to Posti Posti Group Corporation's customer service and maintenance personnel who have the requisite personal access codes and passwords. Persons processing the data are under obligation to maintain complete confidentiality.</p>

9. Access to data in the file	Registered persons may use their right of access to data in the file by contacting Posti's customer service.
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