

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

1. Register holder (Controller)	<p>Name Itella Posti Oy Business ID 0109357-9 Registered domicile: Helsinki, Finland</p> <p>Postal address    Postal code    Telephone P.O. Box 1, FI-00011 Itella, 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 Leena Kähkönen</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 Itella Posti Oy's (hereinafter Itella's) customers, i.e. this register contains personal data on persons registered as users of the Itella's services. For practical purposes, the register may also contain the Itella 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"> <li>- To implement, develop and maintain services selected by the customer</li> <li>- To manage customer relationships, including <ul style="list-style-type: none"> <li>o Identification at postal outlets</li> <li>o Sales and marketing</li> <li>o Customer communications</li> <li>o Customer support</li> <li>o Customer relationship management and other, similar activities, enhancement of the Itella's operations and marketing of its services.</li> </ul> </li> <li>- To meet the operational needs of the Itella's businesses, such as <ul style="list-style-type: none"> <li>o Implementation of service processes</li> <li>o Invoicing</li> <li>o Reporting</li> <li>o Correct routing of mail</li> </ul> </li> <li>- To plan and develop the Itella's business operations</li> <li>- To communicate on the Itella's services, enhance sales and conduct market research</li> <li>- To communicate on services to the Itella's contract-based e-business partners and to advertise based on service contracts.</li> </ul>
5. Information content	The Itella's private customer database contains the following information (obligatory information in boldface):

	<ul style="list-style-type: none"> <li>- First name and last name</li> <li>- Addresses</li> <li>- Language</li> <li>- Personal ID code/passport number/EU-card number</li> <li>- electronic client identifier</li> <li>- Gender</li> <li>- Date of birth</li> <li>- Country issuing passport/EU-card</li> <li>- Telephone numbers</li> <li>- E-mail address</li> <li>- Customer preferences regarding direct marketing</li> <li>- Postal name, for distinguishing between persons with the same name and customer ID number</li> <li>- Any other information required by postal services</li> </ul> <p>The personal ID code is used for the unambiguous identification of the customer</p> <ul style="list-style-type: none"> <li>- When registering as a user of electronic services (through different channels and partners' services)</li> <li>- When delivering a registered or insured letter or other item or message requiring identification</li> <li>- When routing electronic letters</li> <li>- When providing services selected by the customer based on his/her advance consent.</li> </ul> <p>Customer address data, used e.g. for routing electronic letters, is updated using information retrieved from the Itella's address data system ("OTS").</p>
6. Regular sources of information	<ul style="list-style-type: none"> <li>- Registered persons</li> <li>- With the consent of the registered person in question, the bank or other third party performing identification of the registered person</li> <li>- The Itella's address data system for correcting and updating name and address data</li> </ul>
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"> <li>- To convey information, on the means of delivery selected by the customer,</li> <li>to the sender or conveyor of a letter or other message or item,</li> <li>- To implement services selected by the customer based on his/her authorisation,</li> <li>- The Itella may disclose customer information within the limits provided by the applicable legislation.</li> </ul>
8. Data protection policy	<p>The system is accessible solely to Itella 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>