

Product Terms for Update Services and their Supplementary Services

January 1, 2023

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UPDATE SERVICES AND THEIR SUPPLEMENTARY SERVICES

1. General

These Product Terms shall be applicable to Posti Distribution Ltd's (Business ID: 0109357-9) (hereinafter "Posti") Update Services and their supplementary services as of January 1, 2023. The Services are available to corporate and organizational customers, and their use requires a contract with Posti. In addition to these Product Terms, the Services are subject to the contract between Posti and the Customer as well as Posti's valid General Contract Terms ("General Contract Terms") for corporate customers.

2. Use of the information provided in the services

The information provided by Posti to the Customer is intended solely for correcting or enriching the contact information in the Customer's register or profiling the contact details. A register updated in Posti's service may not be used for the re-selling or re-transfer of the information as an update service. However, this limitation does not apply to the creation of target groups in cases where the changed information has been entered as a non-specified part of the Customer's own register, unless otherwise stated below on a product-specific basis. Target groups formed using Posti's enrichment service may not be sold further. Posti is entitled to claim compensation from the Customer and terminate this agreement with immediate effect if the Customer or a third party acting on behalf of the Customer discloses information in breach of this Agreement.

The information submitted by Posti through its update services is based on the selected database, such as Posti's Address Information System (OTS), the Digital and Population Data Services Agency's Population Information System (VTJ), the Finnish Transport and Communications Agency's (Traficom) Transport Register (ATJ or ALR), consumer data from Suomen Asiakastieto Oy's service database or Posti's customer register for electronic consumer services. In addition to the aforementioned sources, other databases from which Posti has the right to supply information as either the owner or retailer of the data may be available. The information submitted through the enrichment service is based on statistical models.

Posti shall supply the information on a database-specific basis using the delivery channels and frequencies specified in each product description, unless otherwise stated in the Customer-Specific Information. The delivery channels and frequencies may be changed without signatures and such changes shall take effect on the date agreed with the Customer.

3. Customer's responsibility

The Customer shall be responsible for fulfilling the obligations set out in the data protection legislation where its own register is concerned.

Updates shall be made using a personal identity number or name and address. The Customer shall ensure that it has a legal right to use the personal identity number for data retrieval and that the search involves updating or checking the name and address or email address already registered in the Customer's address register.

The Customer shall be responsible for the safe keeping of any user IDs and passwords provided for use with Posti's update services. The Customer is responsible for ensuring that user IDs or passwords are not disclosed to third parties.

The Customer shall be responsible for delivering customer information appropriately in a secure manner, in the format determined by Posti and primarily using a secure connection. If the format of the material does not comply with Posti's specification, Posti may edit the material upon the Customer's request, subject to a separate charge. The material is considered received and under Posti's responsibility once it has been transferred to a server maintained by Posti in the agreed format. Upon the Customer's request, Posti delivers an acknowledgement of the receipt of the material to an email address indicated by the Customer, subject to a separate charge.

The use of the service in violation of these Product Terms is prohibited and as a result of a violation of the contract terms, the Customer is liable to pay for each violation a sanction that equals five (5) times the price of the service ordered by the Customer, excluding VAT. However, this does not restrict Posti's other potential claims for damages.

4. Posti's liability

The updated or enriched information is delivered to the Customer as agreed with the Customer. The material is regarded as handed over to the Customer once it has been transferred to and is accessible to the Customer on a server maintained by Posti or once it has been delivered in a manner agreed on with the Customer. Upon the Customer's request, Posti will send an acknowledgement of the disclosure of the material to an email address provided by the Customer, subject to a separate charge.

Posti stores the material provided by the Customer in log files for two (2) years and one (1) month in accordance with the official recommendations, unless otherwise stated later in these terms and conditions with regard to the service, after which Posti destroys the material in a manner that is secure both from a technical and a physical point of view. Destroying does not apply to log details remaining at Posti or information that Posti must store due to the requirements of the source data file controller or Posti's own statutory responsibilities. Upon the Customer's request, Posti delivers a notification about the destruction of the file to an email address indicated by the Customer, subject to a separate charge.

Files shall be transferred in the format described in the record description for each service, using the agreed, secure method. Depending on the Customer's choice, delivery shall be made as a one-time update or on a recurring basis at agreed-upon intervals.

Posti shall not be held liable for losses caused by altered or lost data due to equipment failure, disruptions in the system, line disturbances or other similar reasons.

Posti does not guarantee that the information is entirely free of errors; the information may contain errors attributable to ongoing changes or to the party reporting the changes. Posti does not guarantee the hit accuracy of the enrichment data or the customer profile either, because enrichments consist of statistically modeled data. Posti shall not be held responsible for errors in information that were not caused by Posti's negligence.

Posti shall not be held liable for any obligations towards third parties. The data media used by Posti in its deliveries are under the liability of the supplier of the data media.

In the event of a service error, Posti shall primarily offer a new delivery.

5. Personal data

The Customer is the controller of all personal data included in the Customer's material for whom personal data are collected, and Posti is the technical processor of the personal data. The Customer shall ensure that they have the right to process their customers' personal data and transfer the data for processing by Posti in the format required by the use of the services. The Customer shall ensure that the object and duration of processing personal data, the nature and purpose of the processing, the type of personal data and data subject groups, the Customer's rights

and obligations as the controller, and the instructions for processing personal data derived from these are described in the contract as part of ordering and agreeing on the service in accordance with general data protection legislation.

Posti agrees to process the personal data in the Customer's material in its services according to the contract. The Customer's information shall not be used for any purposes other than for the provision of the agreed service. If the Customer submits new instructions for the processing of personal data after the signing of the contract, they shall be considered change requests and shall affect the pricing of the service.

To protect the personal data being processed from unauthorized processing, destruction or change, the Parties agree to take appropriate technical and organizational measures defined on the basis of the security level required by general data protection legislation and in a manner required by the optimization of their business. Persons processing data are bound by an obligation of non-disclosure. Due to the cost-efficiency requirement concerning the services, Posti reserves the right to consistently implement appropriate technical and organizational measures in its services, taking into consideration the essential needs that its customer groups or clientele may have based on general data protection legislation.

Posti agrees to help the Customer ensure that the obligations imposed in Articles 32–36 of the GDPR are complied with (including taking security measures, managing personal data breaches, carrying out data

protection impact assessments and taking part in prior consultations of the supervisory authority) while taking into account the nature of processing and the information available to Posti.

Upon receiving a reasonable request from the Customer, Posti must assist the Customer in fulfilling the requests submitted by the data subjects. Posti shall be responsible for ensuring that it can fulfill any statutory requests submitted by data subjects. Posti reserves the right to charge the Customer for any reasonable costs incurred by performing the requests.

Posti shall have the right to use a subcontractor, who has been appointed in the product contract or its appendix or otherwise announced to the Customer by Posti in the manner described below, in the processing of the Customer's personal data in accordance with the valid general data protection legislation. Posti shall inform the Customer of any changes to the subcontractors that it uses. Within thirty (30) days of having received the announcement of the change of subcontractor, the Customer may inform Posti in writing that it justifiably objects to the appointment of one or several of the subcontractors stated in the announcement, in which case Posti can notify the Customer of a price change that corresponds to the change in data processing costs that Posti incurs due to the Customer objecting to the use of a subcontractor, or terminate the contract to expire no earlier than thirty (30) days from the day on which Posti sent the written notification to the Customer. If the Customer does not indicate that it objects to the use of the subcontractors that it has been notified of pursuant to this section, the Customer is considered to have accepted the use of the subcontractors in question. Posti is liable for the activity of its subcontractors as it is for its own activity. In all cases, the requirement for disclosing and transferring data is that the companies processing the data have signed a contract with Posti that ensures the lawful processing of the data.

Posti reserves the right to announce changes to its data protection practices and subcontractors on its website or through other electronic means so that the contact person or other representative appointed for the service by the Customer is informed of this and has access to such announcements.

On request, Posti must demonstrate that it and its subcontractors comply with these terms. On the basis of a notification submitted in writing by the Customer 30 days in advance, the Customer or an auditor authorized by the Customer (excluding Posti's competitors) may annually check that Posti complies with these terms when processing the Customer's personal data. The details and practical implementation of the audit shall be agreed upon by the parties before the audit. Each party is liable for the costs incurred to themselves by the audit. The audit must not cause any damage to Posti.

The personal data provided by the Customer is not transferred outside the European Union or the European Economic Area.

6. Service restrictions

Posti shall not provide information on persons or companies that cannot be identified on the basis of the available information, or on persons who have prohibited disclosure of personal information (security prohibition or address hand-over prohibition); however, this does not apply to the authorities legally entitled to receive information on persons who have prohibited the disclosure of their information.

Posti shall not correct the information directly in the Customer's register, unless otherwise so agreed. The Customer shall be responsible for processing the updated customer register file in its own system.

6.1 Database-specific restrictions

The responsibility for the accuracy of the information contained in databases resold by Posti shall lie with the owner of the information.

Delivery of data from the Population Information System and the Transport Register is subject to a customer-specific information disclosure authorization from the Digital and Population Data Services Agency (DVV) or the Finnish Transport and Communications Agency (Traficom). Such information may only be used for the purpose specified in the disclosure authorization.

Posti shall not provide the Customer information from the address information system on temporary changes of address unless otherwise agreed by the Customer and Posti.

Information in Posti's address information system is based on information reported to Posti by mail recipients, municipalities and the Digital and Population Data Services Agency. Posti does not verify the information received from mail recipients. Addresses in the Åland Islands are processed by Posti's address information

system as international addresses; this means a change of address to the Åland Islands is registered but changes of address within the Åland Islands are not.

Information in Posti's customer register for electronic consumer services can only be updated for persons who have granted Posti permission to update their contact information and only for organizations that already include the Customer's information.

7. OTS Information Service

7.1 Service description

In the OTS Information Service, Posti shall provide the Customer with change information in Posti's address information system related to the address information of the recipient marked on the deliveries regarding the persons and companies whose addresses are outdated, incorrect or incomplete. In addition, Posti shall correct the addresses and forward the deliveries to the recipient's new address without separate postage.

The service pricing is based on the monthly usage fee, the number of corrected addresses and the delivery type. A fee is also collected for manually recorded identification data.

In connection with the change of address information, the Customer shall receive:

- the identification information possibly shown on the delivered item, such as a customer or a membership number.
- information indicating that the mail recipient is a minor/an adult, or that the recipient is dead (consumer customers)
- the current names of the mail recipient (consumer customers)
- information of the closing down of a company or a business location
- the commonly used name of the recipient company
- address family ID (excluding delivery of information by post)
- a report containing a summary of the change of address information supplied in Finnish, Swedish or English, as requested by the Customer.

The OTS Information Service can be used as a supplementary service for addressed letters, direct marketing, and newspaper delivery services in cases where these are delivered by Posti. Additional services available for letter services, such as registration, advice of delivery or cash on delivery, cannot be included in the service.

Posti's international deliveries only include addressed letter items. No newspapers, magazines or direct marketing materials are delivered abroad. These will either be destroyed or returned, depending on the service level the Customer has selected.

Posti shall return any undelivered Posti Customer Direct letters, newspapers and magazines as specified in the service level the Customer has selected, to a service number specific address agreed on with the Customer, or, in the absence of a return address, to the sender's address shown on the item.

If postal items are addressed to two people, two separate sets of information will be provided.

If the recipient's address shows both the name of the company and of the company's contact person, the item will be processed on the basis of the name shown first, which means the OTS Information Service does not update the second name possibly shown on the item. If a new or a corrected address cannot be found under the name shown first, the name shown second will also be used to search the information. If a new or a corrected address cannot be found under either name, the item will be considered undelivered, and this information will be stored for both names separately.

If Posti delivers the same change information two or more times due to a correction made to two or more items, Posti will not refund the service fee or pay any other compensation.

As a rule, changes of company address apply to the entire company or its entire unit.

7.2 Service symbol

Information Service deliveries must be marked with the service symbol to allow Posti to identify items covered by the service:



The symbol must be imprinted, printed or stamped in the upper corner next to the payment indications or near the recipient's address information, always on the same side as the recipient's address information.

The original symbol is available online at www.posti.fi/tp-merkinnat. The symbol must be fully visible and in dark color against a light background, or otherwise clearly detectable. The minimum size requirement is 1cm x 1cm.

The symbol may not be used on items after the use of the service has been discontinued. Posti shall have the right to charge the Customer the costs of processing items if the Information Service symbol is indicated on the items despite the use of the service having been discontinued.

7.3 Service code indicating service number and level

A service code consisting of a service number (3 characters) issued by Posti and the service level (1 character) must always be marked next to the service symbol. The code is used for the handling of undeliverable items.

Posti can convert the service code into a bar code free of charge, using the CODE 39 format. A minimum free margin of 0.7 cm must be reserved around the bar code to ensure legibility.

There are two service levels: 1 and 2. Depending on the level, Posti shall process the shipments as follows:

1 = Complete address clarification, forwarding service, delivery of changed or corrected address information, saving possible identification information, undelivered items are returned, information on non-delivery saved, other additional information on mail recipient delivered.

2 = Complete address clarification, forwarding service, delivery of changed or corrected address information, saving possible identification information, undelivered publications and Posti Customer Direct letters not returned, information on non-delivery stored, other additional information on mail recipient delivered.

Posti's Continuous VTJ Update Service and OTS Maintenance Service customers can also utilize the Individual Information Service with the service levels A and E. With regard to functions, level A corresponds to level 1, whereas level E corresponds to level 2. The use of the Individual Information Service is subject to separate agreement.

If the service symbol, service number or service level is missing or if there are any inconsistencies, the items will be processed according to service level 1. If the service level indicated on the item is no longer in use, an item equipped with number 3 will be processed according to service level 1, and an item equipped with number 4 will be processed according to service level 2. Posti charges for the service according to the processing carried out. Posti also has the right to not record identification data that fails to satisfy the instructions provided, is illegible or is misplaced on the item.

Undelivered addressed letter items are always returned regardless of the service level.

7.4 The company's own identification information

Recipient identifiers (such as customer, membership or other similar number) or campaign identifiers (such as a campaign code) represent information included in the sending customer's own system which the Customer uses to make it easier to target the right persons, address registers or mailing batches with the change of address information. The identifying information is placed in the address field of the delivery item above the recipient's name in alphanumeric characters and preferably by bar code, too. The maximum length of an identifier when using a bar code is 17 characters, otherwise 25 characters.

The Customer can generate the bar code itself from the identifying information alone, or as a combination of the service code and identifying information. The bar code for the identifying information must be in CODE 39 format. The bar code must be clear and fully visible. The Customer is responsible for the accuracy and legibility of the bar code it has generated.

Posti shall save identifying information with no bar code manually and charge a fee for this service as shown in the current price list. Posti shall also charge a separate fee for data entry if the bar code is illegible.

Posti shall have the right to not record identification data that fails to satisfy the instructions provided, is illegible or is misplaced on the item.

8. OTS Update Service

8.1 Service description

The OTS Update Service involves comparing an address register supplied by the Customer against the information included in Posti's address information system. The Service can be either one-time (OTS Update Service) or continuous (OTS Continuous Update Service).

8.2 OTS Update Service (one-time update) as a self-service in the Posti Data service

For the update service, the Customer provides Posti with a register to be updated in a format indicated in the record description. Posti returns the Customer's register in a format indicated in the record description, complete with event codes and any deviating contact information found in the comparison. If the register supplied by the Customer contains information inconsistent with the description or the agreed format, these might not be returned to the Customer.

The OTS Update Service also involves checking the mail addresses of private persons residing in Finland, information of the mail recipient's legal age (minor/adult) or death, and changes of first or last name. The information in Posti's address information system is used as the source data file for the OTS Update Service. The service cannot be used for updating contact information for persons living in the Åland Islands.

The service pricing consists of a unit price per person to be updated in accordance with the size of the register to be updated as well as a fixed basic fee.

Phone number and email address update can also be connected to the service as a supplementary service

Delivery time

One-time updates provided as a service and other delivery times of related additional services are subject to a separate agreement with Posti.

Information delivery format

The files shall be delivered in each service in the format agreed upon with the Customer using a secure data transfer method.

After the update run, Posti will return the Customer's original material and change information using the agreed data media and in the agreed format.

8.3 OTS Continuous Update Service

Service description

The OTS Continuous Update Service provides the Customer with regular information on its own customers'

- new or changed address information
- legal age (minor/adult) or death

and by separate order

- change in first and last name
- temporary change of address
- change of email addresses
- change of municipality code

The service cannot be used for updating contact information for persons living in the Åland Islands.

Pricing is based on the number of changed addresses provided and a fixed monthly fee. The price of change information depends on the size of the register being maintained, in other words the size of a customer group. The service introduction fee depends on the size of the register.

For the OTS Continuous Update Service, the Customer delivers information on those of its customers it wants to update regularly with any changes.

A customer group to be monitored in the OTS Continuous Update Service is identified using a name and address or a social security number.

The Customer must supply identifying information for the mail recipient, such as a customer number, membership number or similar.

Changes in contact information affecting the customer group will be delivered to the Customer in accordance with an agreed delivery schedule and in a format indicated in the record description appended to the Product Agreement.

The Customer delivers the information of new people included in and of those to be removed from its register to Posti in accordance with an agreed delivery schedule and the record description appended to the Product Agreement.

9. Verification Service

9.1 Service description

Posti Verification Service is intended for the verification and correction of consumer information in the Customer's possession. It comprises five services that are deployed separately:

1. Address check. The Service enables the Customer to verify the spelling of an address and check that the address exists, down to the apartment level.
2. Checking customer information with name and address. The Service enables the Customer to verify whether a given consumer is listed in Posti's address information system and confirm the person's name. When a consumer is found in the system, the Customer receives a personal identifier (OTS-ID), the corrected address as well as information about the person's age class.
3. Checking customer information with personal identity number, name and address. The Service enables the Customer to verify whether the consumer's name, mailing address and personal identity number in the Customer's possession match in Posti's address information system and whether the address information is correct.
4. Checking customer information with personal identity number. The Service enables the Customer to check the consumer's name and postal address on the basis of the consumer's personal identity number. The Service may not be used to complement name and address information.
5. Verification of multiple addresses as a batch. The Service enables the Customer to verify the spelling of addresses and check that the addresses exist, down to the apartment level. The Service output is a confirmation of found and identified addresses, the spelling of the address on Posti's address information system and the address family ID for an identified address.

9.2 Information delivery type

The Customer may use the Service via the web service provided by Posti or by integrating its own service with Posti's REST interface. The REST interface facilitates the verification of a single item of data via the Customer's system.

9.3 Service restrictions

The Service is intended for the verification and correction of an address register in the Customer's possession. Posti Verification Service shall not be used for the automated collection of customer data or to determine addresses by area.

The address verification service outputs include notification of the following:

- unidentified address;
- address identified as a previously recorded address for which a new version exists on the system; or

- there being several identified address alternatives, in which case only a multiple identification code is returned.

The check customer information with personal identity number service includes two access right levels: standard and extensive access right. An extensive access right may be granted to a Customer who has a legal right to obtain all address information despite the fact that the mail recipient has prohibited the disclosure of information. The Customer is responsible for ensuring that the extensive access right is only used for purposes specified in law.

The use of Posti Verification Service is subject to a separate product agreement with Posti.

When using the web service, the Customer shall provide a user list to Posti for service activation. The Customer shall notify Posti immediately of any changes to the user list. The Customer is obliged to carefully store the user IDs and passwords and must see to it that the user IDs or passwords are not disclosed to any third parties.

The pricing of the web service is based on monthly verifications and address details found. When an application integration is used, the pricing of the service is based on a fixed monthly fee and the number of verification requests per month.

10. VTJ Update Service

10.1 Service description

The VTJ Update Service involves the automated comparison of an address register supplied by the Customer against the information included in the Population Information System.

Prior to service deployment, the Customer shall provide Posti with a signed power of attorney and a privacy statement for Posti to submit an application to the Digital and Population Data Services Agency for permission to access information. The Customer shall approve the permission to access information before the service can commence.

The VTJ Update Service is used to verify the permanent or temporary residential addresses of private individuals residing in Finland. The Service also includes address information for the Åland Islands as well as information on people who have moved abroad. The Customer's database must contain, at a minimum, name and address data.

The one-time update service involves new information being updated either in place of the previous information or in addition to previous information. In addition to the updated data, Posti shall provide the customer with a report on the condition of the customer database. The continuous update service involves the Customer's register information being checked against information in the VTJ system at agreed intervals, at least once per month.

For one-time updates, the pricing of the Service is based on a preparation fee and the number of records supplied by the Customer. The continuous update service is subject to a service establishment charge, which includes the establishment of data communications connections, as well as an update fee based on the number of updated and supplemented records delivered.

10.2 Information to be delivered

The following information can be updated via the VTJ Update Service:

- first and last name, date of change
- preferred name *
- native language (Finnish, Scandinavian, other)
- gender
- date of death *
- date of last move *
- permanent or temporary address data, municipality and country *
- year of birth
- the person is a minor (yes/no) *
- personal identity number only if the holder of the permission to access data has the right to record this information in its register.

For users of the update service, information contained in the Customer's register can be supplemented with the data denoted with an asterisk (*) above.

Customers using the continuous update service can also have the following data updated on their register:

- permanent address abroad
- information on guardianship / power of attorney (may only be provided to banks, insurance agencies, debt collection companies and credit register companies).

11. ATJ Update Service

11.1 Information to be delivered

Only information already in the customer register may be updated to the customer register. An updated record is a customer in the customer register, such as the owner/holder of a vehicle and the vehicle subject to the customer relationship. A customership always applies to one vehicle. The only information that can be updated in the customer register pertains to the customer's no longer owning/possessing the vehicle (the necessity requirement).

New customers may not be updated to the customer register based on the vehicular information in the possession of the customer register's data controller. A new owner/holder of a vehicle may be updated to the register solely on the basis of a customership or another similar connection with the data controller. Even though a vehicle may have several owners or holders, only information pertaining to the owner/holder in the customer register may be exported to the customer register.

An identifier of a vehicle may not be added to the customer register. Nevertheless, an incorrect identifier may be corrected. If technical information relating to an individual vehicle is required for the management of a customership, it can be added to the customer register provided that the customer register contains information about the customer's vehicle. Furthermore, the Business ID of a company in the register can be added to a Customer's register, if necessary.

12. Email address update service

In the service, consumer email addresses included in the Customer's register will be updated from Posti's customer register for electronic consumer services. The information can only be updated for persons who have granted Posti permission to update their contact information with regard to the organizations that already include the Customer's information.

13. Telephone number update service

13.1 Service description

The Service is used for verifying telephone number data in the Customer's register and, if necessary, updating or supplementing the register with telephone numbers included in Posti's services, either as a one-time update or a continuous update service. When it comes to updating telephone numbers, the service database of Suomen Asiakastieto Oy and/or Posti's customer register for electronic consumer services can be used as a source register.

In order for telephone numbers to be updated or added to the register, the Customer shall provide the following register information to Posti:

- first name
- last name
- address
- postal code
- city/municipality.

If the Customer wishes to verify and update telephone number data that is already contained in the register, the Customer must also supply Posti with the existing telephone number data.

The pricing of the Service is based on the number of telephone numbers verified, updated or added. The Service can further be subject to a basic fee and the costs of expert work, if applicable.

13.2 Information to be delivered

The telephone number update service can be used to update and supplement the following information in the Customer's register:

- landline numbers for private individuals
- mobile phone numbers for private individuals
- landline numbers for businesses
- mobile phone numbers for business users
- Prohibition of telemarketing from the register maintained by Suomen Asiakkuusmarkkinointiliitto (ASML, the Finnish Direct Marketing Association), known as the Telephone Robinson)
- data interface information.

14. Enrichment Service

14.1 Service description

In the Service, Posti connects enrichment data to the Customer's register. Enrichments consist of estimated person-level information on the characteristics or behavior of a person, for example.

The precondition for using the enrichment service is that the Customer's customer register is covered by Posti's Continuous Update Service, the Customer has purchased the Customer Movers service from Posti or the Customer supplies its own customer register to Posti in the format corresponding to the enrichment service record description. Posti returns the Customer's register in which the enrichments of the Customer's choice have been inserted.

In the enrichment service, data subjects are identified using a name and address. The Customer must supply identifying information for the mail recipient, such as a customer number, membership number or similar.

The Customer must remove the enrichment data from its register immediately upon the termination of the agreement.

A fixed monthly fee is charged for the service, based on the number of delivered enrichments and the size of the enriched register.

14.2 Delivery time

Posti delivers enrichment data to the Customer according to an agreed, customer-specific schedule.

The Customer delivers the information of new people included in and of those to be removed from its register to Posti according to an agreed, customer-specific schedule.

14.3 Information delivery

After enrichment, Posti returns the Customer's register complemented with enriched data using the agreed data media. If the Customer's register is under Posti's continuous update scheme, Posti will deliver the enrichment information to the Customer in a different file than the update information.

15. Customer Movers

In the Posti Customer Movers service, the Customer receives the changed or changing name and contact details of its customers that fulfill the agreed criteria. The Customer may choose the contact details it wishes to receive (address, telephone number). In this service, information is only updated to registers used for handling the Customer's own customer relationship and that are not intended to be disclosed further. The disclosure of information received through the Posti Customer Movers service to parties other than companies belonging to the same corporate group as the Customer or mailing or telemarketing companies used by the Customer is prohibited. The Customer is responsible for the work phases of its own partners, such as printing and mailing companies, and obligated to inform such parties of the correct form of indications, the destruction of files and other rules and regulations related to the correct usage of information. The Customer is liable for the activity of its subcontractors as it is for its own activity.

The use of the Posti Customer Movers is always subject to the Customer delivering its own customer register to Posti for the updating of the information.

16. Customer Profile

In the Customer Profile service, the Customer receives a report compiled out of the customer register by comparing the information in the customer register with the data possessed by Posti. The customer profile forms a picture of the consumer customers in the Customer's register. The attributes are based on statistical modeling or enrichment. The customer profile depicts a larger group of customers and cannot be used to deduce the attributes of an individual.

17. Premium advertisement on the change of address notification form

In the Premium advertisement on the change of address notification form service, the Customer's advertisement is added to the confirmation page of the electronic change of address notification form and is only displayed to persons included in the Customer's customer register. The precondition for using the Premium advertisement service is that the Customer's customer register is covered by Posti's continuous update service, the Customer has purchased the Customer Movers service from Posti or the Customer submits its own customer register to Posti.

Posti will only use the name and address information in the Customer's customer register as the advertisement target group in the Premium advertisement on the change of address notification form service.

Based on the advertisement type chosen by the Customer, the consumer can move from the advertisement to the Customer's website or submit a contact request to the Customer. The contact request will be submitted to the Customer either via an SFTP connection opened for the Customer or via the SmartAds Manager online service.

In the Premium advertisement on the change of address notification form service, Posti does not deliver changed address information to the Customer.

The service is priced based on the number of clicks collected by the advertisement or the number of sent contact requests and a fixed monthly charge.