

## Posti online shop customer register

**Processing of personal data in Posti online shop customer register is the responsibility of Posti Ltd**

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### **Purpose and legal basis of personal data processing**

Posti online shop customer register contains data on natural persons who have used Posti's online services. The purpose of use of the data is the provision, development and maintenance of the services selected by the customer, as well as customer relationship management.

Data is needed for the operational business needs of Posti, such as implementation of the service process, delivery of products, invoicing and reporting.

Data can also be processed for quality control, security, system maintenance and development, as well as for analytical, statistical or market research purposes for planning and developing Posti's business operations.

Customer data is also processed for informing about and marketing Posti's and Posti Group's services.

The processing of data is primarily based on the fulfillment of the contract with the customer, but also on the fulfillment of Posti's statutory obligations (for example, the Accounting Act), or on Posti's legitimate interests (for example, market research, maintenance and development and statistics) or on the customer's consent (marketing).

### **Data processed in the online shop customer register and its retention**

The online shop customer register contains the following data that is mandatory for providing the service:

- Given name and surname
- Address information
- Telephone number
- E-mail address

In addition, the register contains direct marketing options selected by the customer and any other data required for the services, such as the customer number, customer relationship start date, customer type, payment details for paid services, order history and campaign codes.

Data in the customer register will be retained for 3 years and 3 months after the delivery of the service. Data relating to payments will be retained for a maximum of 6 years.

### **Regular sources of data**

The data in the register originates from the customer and additional data is accumulated as the services are used.

### **Safe disclosure of data**

Customer data will not be disclosed for direct marketing purposes. Personal data may be disclosed, with the customer's consent, for the purpose of performing the services selected by the customer.

Data in the customer service register may also be processed by companies providing subcontracting services to Posti. Due to the technical implementation of the processing of data, some data may be physically situated on external subcontractors' servers or hardware, through which they are processed via a technical remote connection.

Personal data will not be transferred outside the European Union or the European Economic Area, unless it is necessary for the technical implementation of the service, e.g. system maintenance. In all cases, the precondition for disclosing and transferring data is that the parties receiving and processing the data have signed an agreement with Posti that includes the standard clauses approved by the EU Commission and ensures that the processing of data is carried out in compliance with the law.

### **Data protection principles**

The online shop customer register and related systems are protected by personal usernames and passwords. Anyone to be given a username and password for the system must, before receiving these, attend training pertaining to the use of the system. The training also covers Posti Group's instructions on handling business secrets and customer data.

All data is processed confidentially and may only be disclosed to persons who need it to perform their duties and who are bound by a non-disclosure obligation.

### **Rights of data subjects, access to information, rectification and completion of data, restrictions**

The data subject has the right to know about the processing of his or her personal data, to review his or her personal data and to request rectification of inaccurate data and completion of incomplete data. The data subject may request the erasure or transfer of

personal data or request restriction of processing. When processing is based on consent, consent can be withdrawn at any time.

When logged in at [posti.fi/omatpalvelut](https://posti.fi/omatpalvelut), customers registered as users of Posti's electronic consumer services can review and correct the personal data they have provided. When logged in, data subjects can also submit a request for a review of personal data and withdraw their marketing consent.

Data subjects may also submit requests for review, rectification and completion of data, as well as requests for restrictions, by personally visiting Posti Ltd's address mentioned above or by sending a signed request to the said address or by sending a scanned copy of a request to [consumerservice@posti.com](mailto:consumerservice@posti.com).

Requests will be handled on a case-by-case basis, as these rights may be subject to restrictions due to the circumstances.

All data subjects have the right to lodge a complaint with a supervisory authority, especially in the Member State where they have their habitual residence or place of work or where the alleged breach of the data protection regulation occurred (in Finland, the supervisory authority is the Data Protection Ombudsman).