

Privacy Policy – Punainen Risti Ensiapu Oy’s customer register

Controller

Punainen Risti Ensiapu Oy
Sturenkatu 16, 6th fl, 00510 Helsinki

Processor of personal data

Punainen Risti Ensiapu Oy
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Contact information for registry information

Punainen Risti Ensiapu Oy
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Name of the register

Punainen Risti Ensiapu Oy’s customer register

Purpose of collecting and processing personal data

The processing of personal data is based on the first aid training or product sales customer of PRE.

We collect and process personal information that is required for training participation arrangements, competence management, for billing, statistical information required of the authorities on the number of the first aid trained and the first aid courses completed. Statistical and reporting data are numerical from which an individual is not identifiable. The information processed varies depending on which role you are using the system.

The purposes of the personal data of the customer register are:

- customer data management
- management and monitoring of customer training qualifications
- customer relationship management and development, course invitations
- customer relationship profiling and segmentation
- customer communications
- arranging support and counseling services, management of service measures and quality assurance

- use of customer data for statistical and monitoring purposes
- direct marketing and distance selling, such as digital marketing and product marketing
- market research or opinion poll
- communication and marketing
- records of customer calls can be used to authenticate service transactions, to ensure legal certainty for customers and PRE, for educational purposes, to improve the quality of service, for abuse prevention and security reasons.

Personal data may be processed by third parties as permitted by applicable law, including marketing, distance selling and market research and opinion polls. Third parties may be advertising agencies, printing houses or similar partners, that support the operation of the registry and where the use of the information is not incompatible with PRE's policy.

At the end of the appropriate processing of personal data, the data will be anonymised or destroyed.

The requirement of necessity for the processing of personal data is deemed to have ended, when 2 years have elapsed since the expiry of the training received or 3 years have passed since the last product purchase.

Information content of the register

The following information can be processed in the register:

Identification

- name
- sex
- date of birth
- personal ID-number
- contact information: address, phone number, e-mail
- transaction language
- customer number
- **Customer information**
- educational history, training and competency management
- product purchases

- offer requests
- campaign and contact information

Service usage information

- permits and consents
- prohibitions on direct marketing and research
- tags used in targeted marketing
- customer grouping data and other analytically derived data
- cookies information
- log information
- session tags
- IP-addresses
- payment transactions and payment data
- customer call recordings
- customer feedback

PRE retain only such information as is necessary for the purposes of the activities and the uses of the data for which there are legal conditions for processing.

Information that has become redundant, outdated information or data that is no longer justified to be processed, shall be anonymised or destroyed in a secure manner.

Regular sources of information

Customer information is collected in the register in connection with participation in training and product purchases. The information is obtained from the customer self. Personal information is received and updated in customer service or on the customer's own pages by the customer self.

Cookies

Cookies on the PRE website use the so-called cookie function. A cookie is a small text file that is sent to a user's computer and stored there, which allows the webmaster to identify frequent visitors to the site to make it easier for visitors to log in to the site and to enable the

compilation of aggregated information about visitors. With the help of this feedback PRE is able to continuously improve the content of the pages. Cookies do not harm customers' computers or files. They are used in such a way that PRE can provide customers with information and services tailored to their individual needs. If the visiting user of the PRE's website does not want the PRE to receive the above-mentioned information through cookies, user may refuse the use of cookies in browser settings. However, they may be necessary for the proper functioning of some of the sites and services maintained by PRE. So PRE does not guarantee the functionality of all services if the cookie function is disabled.

Regular disclose of information

Customer's personal data may be transferred to the PRE's direct marketing register. The personal data may be disclosed to partners involved in the marketing of PRE to form target groups in the services of marketing partners. Information is provided to the authorities in cases required by law, such as in the detection and prevention of irregularities.

As a general rule, the personal data of the data subject will not be disclosed outside the organization.

Data transfer outside the EU or the EEA

Data may be transferred outside the territory of the Member States of the European Union or the European Economic Area to the extent necessary for the technical implementation of the data processing, in which case the transfer of data complies with the requirements of the General Data Protection Regulation of the European Union.

The data may be transferred, for example, under model clauses approved by the Commission or to the United States to recipients committed to the EU-US Privacy Shield.

Registry security principles

Manual material

Manual material is stored in locked rooms. Movement in the work areas is controlled by passes.

Electronic material

Systems containing personal data are only entitled to access those employees who have the right to process personal data for their work.

Each user has their own username and password for the system. Movement in the workspaces is controlled by passes. The information is collected in databases that are protected by firewalls, passwords and other technical means.

Databases and their backups are located in locked spaces and the data can only be accessed by certain pre-designated persons.

Rights of the data subject

The data subject has the right to:

- request a copy of your personal information
- request that data be rectified or deleted unless applicable data protection regulations require data retention.
- request the restriction of the processing of its data or opposes the processing of the data
- request the right to transfer their data from one system to another, as provided for in the applicable data protection legislation
- prohibit, in whole or in part, communications for direct marketing and research purposes
- file a complaint with the data protection authority

If the processing of personal data has been based on consent, the data subject has the right to withdraw consent to the processing of personal data. Contacts concerning the right to inspect, rectify and prohibit must first be made in writing to the e-mail address mentioned in point 2. PRE will provide answers to the email address of the registrant known to the Red Cross.

In exceptional cases, the answer can be delivered to the known postal address of PRE.