

This Privacy Policy also complies with section 10 of the Personal Data Act (523-1999).

We are committed to the privacy of our customers and offer the ability for customers to influence data processing. Our website can be used without disclosing personal data. Our website collects user data, which is intended for developing the website, improving its usability and for statistical purposes. The data aims to make the use of our website as easy as possible for the user.

1. CONTROLLER

Name: Puume OY
Business ID: 1870712-7
Postal address: Malmin raitti 17 B, 00700 Helsinki

2. DATA PROTECTION OFFICER

Name: Jussi Leskelä
Postal address: Malmin raitti 17 B, 00700 Helsinki
Email: jussi.leskela@puume.pro

3. NAME OF THE DATA REGISTER

Puume Oy Website Data Register

4. PURPOSE FOR PROCESSING PERSONAL DATA

The data collected on the website is based on the data identified from using the website and determined through analytics, which are used anonymously. The data is used for analytics and statistical purposes in addition to producing targeted content and marketing.

The processed data is pseudonymous and the data is not linked in any phase in a manner that individualised data could be produced from it. We collect data so that our website can recognise the user and offer a better user experience. We collect the statistical visitor information in order to develop the website.

5. CONTENT OF DATA REGISTER

The website contains cookies from third parties (partners), which are on the site due to measurement and tracking services. Third parties may install cookies onto your terminal device when you visit the website. The cookies primarily collect technical data.

What are cookies?

Cookies are small text files. The browser will delete the cookies after they have expired. You are free to manage the cookies potentially installed from the site. The cookie informs the server how the website was used during the last visit to the site. The cookie confirms, for example, the language selection made by the user.

Google Analytics

Our website uses Google Analytics, which is used to collect statistical analytics on the visit to the website. No individualised data is collected on users this way.

Personal data collected through cookies and analytics

User statistics and tracking are data communicated by the browser and the Internet connection and do not identify the visitor as a specific individual. The data is also not processed at any point or combined in a way that the data could identify the visitor.

6. STORING THE DATA

The data is stored in the OSG Agency systems in Turku, Finland.

7. REGULAR DATA SOURCES

The website utilises cookies for visitor statistics and tracking. The purpose of these is to produce tracking data, which is pseudonymous. The goal of the pseudonymous data is to improve the user experience, produce targeted content and provide statistics.

8. REGULAR DATA RELEASES

The data is not used for marketing activities without the customer separately consenting to it.

The data is not regularly transferred or released outside of the EU or EEA excluding the data collected by potential external services itemised in Section 7.

9. TRANSFER OF DATA OUTSIDE EU OR EEA

The data is not regularly transferred or released outside of the EU or EEA excluding the data collected by potential external services itemised in Section 7.

10. CUSTOMER RIGHTS

The customer has the right to review and correct the data and the right to be forgotten. The customer has the right to verify the personal data pertaining to the customer that is saved in the register. If there are errors in the data or the customer wishes to have their data deleted from the register, the customer can submit a request to do so to the Data Protection Officer stated in Section 2.

11. PRINCIPLES OF DATA PROTECTION FOR REGISTER

Physical materials: There are no physical materials.

Digitally stored data: The data is stored confidentially. The hardware on which the register is stored is protected with a firewall, regular backups and other technical procedures required for protecting personal data and providing secure storage.