



Register Description

1. Controller

PBI Research Institute Oy Ab, Linnankatu 18, 20100 TURKU, Finland

Business ID: 1718767-6, www.pbi.fi

Contact person: mikaela.funck@pbi.fi

2. Register issues

Our customer service is responsible for answering the questions and feedback on the register within two weeks.

3. Name of the register

PBI Customer and marketing register

4. The purpose for processing the personal data

The purpose of the processing is to handle customer relations, to enforce the rights and obligations of the customer and the controller, and to treat personal data for purposes related to online services, to research activities, to direct the advertising and services and / or direct marketing of the controller and / or its affiliates without transferring personal data to a third party.

5. Content of the register

The register may contain the following information about customers, partners and / or stakeholders.

- Name
- E-mail address
- Phone number
- Organization and position
- Organization address information
- The connection logs

6. Regular sources of information

The register is composed of the company's customer relationships management, CRM, system, publicly available internet sources, and any other public sources. As a rule, source references are specified if they are other than the ones mentioned above.

7. Regular disclosure of information

The Administrator does not disclose the personal data of the customers to outsiders, except when the Finnish authorities take action.

8. Deleting information

The information can be deleted from the register due to person's request or because of the end of the customer relationship.

9. Transfer of data outside the EU or EEA

Data is not transmitted outside the EU or EEA.

10. Principles of registry protection

Personal data is kept confidential. The computer network and hardware of the Administrator/Company and its potential IT partners are protected by a firewall and other necessary technical equipment.