

Marketing Policy

Use of Personal Data In Marketing

At Waselius & Wist, we value and respect your privacy and the security of your personal data. This policy describes the data we collect about you for marketing purposes, how we use that data and to whom we disclose it. The policy also describes how you can manage data concerning you and other rights you have.

How is personal data collected and used?

You may provide us with your personal data when you contact us in matters concerning a mandate or a prospective mandate. We collect your business contact details also when you exchange business cards or otherwise share your contact details with us at meetings or events, or when you provide us with your contact details when signing up for our events.

We try to limit our marketing communication only to addressees to whom the message is relevant. We send the messages based on information about your preferences and field of activity.

How do we use your information?

We may send you information about recent events, appointments, surveys, articles and legal updates or other news. The personal data is used for the purposes of sending the type of information that we believe is relevant to you and for direct marketing purposes. When registering yourself or a colleague to one of our seminars or events, we will also use the personal information for the purpose of arranging the event. You may at any time choose not to receive such communication from us by clicking the “unsubscribe” button in any of our send outs or by contacting us by email at privacy@ww.fi. The use of your personal

data is based on our legitimate interest in marketing our services to you or keeping in touch with various stakeholders. Our goal is to only send current and useful information and to keep the amount of messages reasonable.

How and why do we share your information?

We will not disclose your personal information to any other third parties without your prior consent unless we are legally compelled to do so or it is necessary in order to provide the requested services and information to you or the client who provided us with your personal information. However, we have taken steps to ensure that all entities, to which we transfer the personal data, keep your personal information confidential and secure and only use it for the purposes that we have specified and have informed you of.

We primarily process personal data on servers within the EU/EEA. However, in some cases, the parties who we use to process personal data on our behalf are based outside the EEA, therefore their processing of your personal data will involve a transfer of such data outside the EEA. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring that your personal data is only transferred to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission, the transfer takes place under specific contracts approved by the European Commission which gives personal data the same protection it has

within the EEA or the recipient is based in the US and certified under the EU-US Privacy Shield which requires certified providers to have in place and maintain a similar level of protection to the personal data as if it was processed within the EEA.

How long do we retain your personal information?

Your contact information as well as any information related to your business or occupation will be stored and processed for marketing purpose for as long as we believe the information provided to you is relevant to you or you have unsubscribed from our newsletters. However, we take steps to ensure, to the best of our ability, that outdated personal data is updated and that personal data no longer needed is deleted.

How do we protect your personal information?

We take the necessary administrative, technical and organizational measures to ensure the security and confidentiality of your personal data and we protect your personal data against accidental loss, misuse, unauthorized access, disclosure, alteration and accidental or unauthorised destruction. All our employees and any third parties we engage to process your personal information are obliged to respect the confidentiality of your information.

Access to your information and correction

You have the right to request a copy of the personal information that we hold about you., Please e-mail us at privacy@ww.fi or write to us at the below address to request a copy of some or all of your personal information. Please also attach a copy of your identity card or passport, so we can check that requested changes are properly authorised.

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Jonna Bäckström-Suikki
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00130 Helsinki

If you no longer wish to receive direct marketing or promotional e-mail alerts (newsletters, publications, invitations to our seminars, etc.) from us, you can unsubscribe at any moment, free of charge, by sending an e-mail to privacy@ww.fi.

If you are not satisfied with our response or if you believe that we are not processing your personal data in accordance with the law, you can lodge a complaint to the Office of the Data Protection Ombudsman (tietosuoja@om.fi).