

Privacy policy

ArcDia International Oy Ltd has adopted data protection policies and is compliant with the General Data Protection Regulation (GDPR) (EU) with respect to your privacy and security.

Controller

Name: ArcDia International Oy Ltd
Business ID: 1973152-4
Address: Lemminkäisenkatu 32, 20520 Turku, Finland
Tel: +358 40 6787 414
Email: office[at]arcdia.com

Point of contact

Company: ArcDia International Oy Ltd
Name: Mikko Tasanen
Address: Lemminkäisenkatu 32, 20520, Turku
Email: firstname.lastname[at]arcdia.com

Register name

ArcDia International Oy Ltd Customer Register

Personal information may be collected and used for:

- Customer authentication and access control
- Customer relationship maintenance and development: customer feedback, customer satisfaction surveys
- Customer service implementation: activities related to orders, deliveries and invoicing
- For communications, marketing and sales
- Website analytics

Personal data is collected and processed on the following basis:

- Contract customers
- Newsletter subscription form
- Contact form
- Website cookies

It is possible to refuse cookies on the website.

ArcDia does not disclose the information collected for marketing purposes to third parties.

Purpose and legal basis of personal data processing

The personal data of the customer representatives or partner organizations are necessary for the fulfilment of the contractual obligations. Information about exhibition contacts and potential customers is collected for sales and marketing purposes. ArcDia does not have direct sales or marketing to individuals (B2C). Information is collected for B2B sales and/or marketing purposes.

Personal information is collected from registered individuals and from public sources, such as public corporate websites, online social services or other similar registers in accordance with data protection legislation.

Data content of the register

The personal data stored in the register shall only contain information necessary for communication:

- Contact information such as name, email address and phone number
- Job-related information, such as job title and area of responsibility
- Information about the employer company
- In the case of customers and distributors, additional information e.g., whether the person is a product user or a maintenance person
- For exhibition contacts and potential customers, additional information such as exhibition name and year
- Use of digital marketing content such as message opening and click rates

The register does not contain sensitive personal information.

Retention period of personal data

Personal information is retained for as long as it is needed to implement the agreement with the customer or to develop customer service. Data is deleted from the systems manually within 10 years.

Regular data sources

Data from the individual is obtained from the person himself through e-mail, business card, contact forms, as well as cookies or other similar technologies. Data is also collected using the Google Analytics tool.

Regular disclosure and transfer of data outside the European Union or the European Economic Area

Personal data is not disclosed or transferred outside the European Union or the European Economic Area.

Use of cookies

We use cookies on our website. A cookie is a small text file saved to the user's computer. It contains an individual, anonymous identifier that the online service uses to identify the different browsers visiting the website, to make it easier for visitors to log in to the site, and to compile aggregate information about visitors. With this feedback, we are able to continuously improve the content of our pages. The cookies do not harm users' computers or files.

If the user visiting our website does not want us to receive the above information through cookies, most browser programs allow you to disable the cookie function. This is usually done through browser settings.

However, it is good to keep in mind that cookies may be necessary for proper functioning of the webpages and the services we provide.

Data security

The data is transferred over an SSL-secured connection.
Electronic data is protected by a firewall, usernames and passwords.
Access to the data is limited to those employees who need the information in the course of their work.
Individuals are bound by confidentiality obligations.

Profiling and automatic decision-making

Profiling is not carried out based on this register. No automatic decisions are made based on the data in this register.

Rights of the data subject

The data subject has the right to inspect his or her own data in the register. A written request for inspection must be sent signed to the person responsible for registration matters.

The right to inspection is free of charge up to once a year.

The data subject has the right to request the correction or deletion of incorrect or outdated data or the transfer of data from one system to another. He or she also has the right to restrict or object to the processing of his/her data in accordance with EU General Data Protection Regulation.

The data subject has the right to withdraw the consent he or she gave for personal data processing and right to lodge a complaint with the competent supervisory authority.

The data subject also has the right to prohibit the use of his/her data for direct marketing purposes.