

Privacy Policy - Customer and marketing register

UPDATED MAY 23,2018

Registrar

Reka Cables Ltd. (company)
customerservice@rekacables.com
Business ID: 1110846-3
Address: Kaapelikatu 2, 05800, Hyvinkää, Finland

This privacy policy clarifies how we process personal data in our marketing and customer communications. You have a right for personal data security. We handle personal data only based on lawful basis and in a transparent way. We comply with principles and regulations of European Union's General Data Protection Regulation (GDPR).

Registered

- Customers (contact persons)
- Potential customers
- Website visitors
- Business-relevant stakeholders (contact persons)

Lawful basis and purpose for processing personal data

We use personal data for company's communications, customer management and for sales and marketing. The lawful basis for processing personal data is legitimate interest, person's consent or customer relationship contract.

Company's legitimate interests are business communications and targeted B2B direct marketing of products and services. Direct marketing is related to person's area of responsibility in his company.

Handlers of personal data and release of data

People handling personal data are those employees whose job duties involve processing the data. Also employees authorized to maintain help desk and the technical side of customer and marketing registers are processing personal data. Data will not be released to third-parties, or outside EU or EEA.

Processed personal data

Personally identifiable information:

- Contact details like, name, email address, phone number
- Information about job duties like, area of responsibility and title
- Employer company's contact details and background
- Action information like, participating on an event or a contact from sales or customer service
- Possible permissions and consents
- Other possible information collected with persons consent



Information about the marketing contents viewed or used by a person (action information):

- Information about sent, opened and clicked marketing messages
- Information about the actions on company's websites like, time, page and duration
- Information about subscriptions and downloads of materials
- Cookies

Gathered information from action details with the help of analytics (derived information):

- Interests
- Lead scores

Preservation time of personal data

We preserve personal data only as long as it is necessary for the original purpose it was collected for, with considering the active legislation.

Documents uploaded on the company website, such as job applications and CVs will be deleted automatically in max. 24 months after the event.

User information about marketing emails and collected content from company's website will be deleted automatically in max. 24 months after use.

You are able to withdraw from our marketing mailing list at any time via the exit link included in every marketing email.

Regular information sources:

- Company's customer register
- Contact details from company's public website, online services or from other comparable registers
- Information registered has informed himself via website, email or other channel

Principles of securing the register

Register information is only available for the register keeper and other specifically named technical people. Only the named people have the right to handle and maintain the information of register. Users are under professional confidentiality.

Your rights

You have a right to ask for access to personal data concerning yourself. You have a right to withdraw your consent and object the use of your personal data. You have a right to ask for a correction, restriction and deleting of your personal data. Request the forward mentioned actions by emailing to the above-mentioned email address.

You have a right to make a complaint to authorities about the processing of personal data.

Direct marketing ban

You have the right at any time to forbid us from using your information for direct marketing. We never sell or otherwise disclose your personal information to other parties.



We acquire online advertising from companies such as LinkedIn, Facebook and Google. Nevertheless, these companies never receive your personal information, and this kind of advertising is not about direct marketing but is based on cookies. See the Cookies section for more details.

Updating the privacy policy

We develop our business constantly and this is why we remain the right to change and update this privacy policy by informing about it on our websites. Changes can also be based on the changes in the legislation. We recommend you to regularly get acquainted with the content of privacy policy.

Cookies

We use cookies on our site. A cookie is a small text file that a web browser saves on a user's device. Cookies do not harm the users' device or files.

The primary purpose of cookies is to improve and customize the user experience of visitors to the site as well as analyze and improve the functionality and content of the site. Data collected with the cookies may also be utilized in targeting marketing communications as well as optimizing marketing activities.

Visitors to the site cannot be identified with the cookies alone. Data collected with the cookies may however be linked with information obtained by other means, for example when a visitor fills a form on the site. The cookies collect the following data:

- IP-address
- time and duration of visit
- browsed pages
- web browser

