



## TIKKURILA PRIVACY POLICY

15. November 2019

### 1. ABOUT THIS POLICY

Tikkurila Danmark A/S (“Tikkurila”) is committed to protecting your personal data and follows the applicable legislation related to data protection. This Privacy Policy describes how Tikkurila processes personal data about customers, business partners, visitors to our Danish websites etc.

### 2. DATA CONTROLLER

Tikkurila Danmark A/S

Company registration number 54963416

Vallensbaekvej 46

2625 Vallensbaek

Tel.: +45 43 63 16 11

[info.dk@tikkurila.com](mailto:info.dk@tikkurila.com)

### 3. THE PURPOSE OF PROCESSING PERSONAL DATA AND LEGAL GROUNDS FOR PROCESSING

Tikkurila is processing personal data about customers, business partners, visitors to our Danish websites etc. in order to perform business related sales and marketing activities.

The purpose of the processing personal data is to:

- improve the quality and selection of Tikkurila’s products
- improve knowledge and awareness of our products
- sales activities
- invite potential customers and business partners to our events
- support our sales
- respond to feedback, enquiries, material subscriptions etc.
- advertise and marketing of our products

Cookies are being used for purposes defined below in this Policy.

The processing is based on Tikkurila’s legitimate interest, cf. the General Data Protection Regulation article 6, 1 (f), data subject’s consent, cf. the General Data Protection Regulation article 6, 1 (a), fulfillment of an agreement, cf. the General Data Protection Regulation article 6, 1 (b) and legal obligations, cf. the General Data Protection Regulation article 6, 1 (c).



#### **4. COLLECTED PERSONAL DATA**

The personal data, which is collected by Tikkurila, may, inter alia, include the following kind of data:

- Name
- Title
- Company
- Contact information (work related e-mail, phone number)
- Age
- Gender

#### **5. SOURCES OF INFORMATION**

Most personal data processed by Tikkurila is collected from the data subject or from the company he/she represents. Personal data can also be collected from third parties like organizations which organize different kind of construction or paint related events or activities.

#### **6. COOKIES**

Tikkurila's websites use cookies. Cookies are small files that are sent to a user's device from a website and saved in the user's browser while he/she is browsing the website. Then the user return to the same website again, the data saved in the cookie can be retrieved by the website in order to notify the website of the previous activities of the user on the website.

When visiting Tikkurila's websites, a cookie can be placed on your device in order to facilitate the use of our websites. You can disable the use of cookies by changing browser settings, but this may delay the operation of Tikkurila website and even prevent access to some parts of it. When you browse Tikkurila website and your settings accept cookies, this is considered as your express consent for the use of cookies at Tikkurila websites.

#### **7. ONLINE MARKETING AND MARKETING AUTOMATION**

Tikkurila may use partner services to provide targeted online advertising. The service providers may add cookies or tracing elements to collect data regarding your online visits in order to target Tikkurila communication to you.

The marketing automation and remarketing tools employed by Tikkurila use third-party cookies. When a user visits our site, the browser will receive a unique identifier regarding the visit. If the user discloses personal data, for example, by filling out a contact form or clicking links in e-mail messages sent by Tikkurila, the unique identifier may be associated with the personal data disclosed by the user.

#### **8. TRANSFER OF PERSONAL DATA**

Tikkurila uses external services providers for processing personal data on behalf of Tikkurila for the purposes mentioned in this Privacy Policy. Tikkurila ensures that outsourcing takes place within the rules of the applicable law. The service providers are only allowed to use personal data to provide agreed service to Tikkurila and according to the terms and conditions agreed with Tikkurila.



When processing your personal data Tikkurila is using service providers, servers and resources located in various countries. To some extent the data will also be transferred to other companies belonging to Tikkurila Group. Tikkurila will transfer your data also to countries outside of EU and EEA where the legislation regarding privacy is different from the European laws. Tikkurila will ensure that there are legal grounds for transferring the data and that the data is protected according to the applicable law, especially by using the model contracts of EU Commission concerning data transfer.

## 9. DATA PROTECTION PRINCIPLES

Tikkurila will ensure the data security of collected data by using adequate technical and organizational measures. Only authorized representatives of Tikkurila and authorized external service providers working on behalf of Tikkurila have the right to process personal data. Tikkurila has given limited access to data only to those persons who need to have the access. The system is protected according to Tikkurila's Information Security Policy.

## 10. STORAGE OF PERSONAL DATA

Personal data will be stored for as long as needed taking account the business needs of Tikkurila, mainly three (3) years after the last active business event between the parties.

## 11. YOUR RIGHTS CONCERNING PERSONAL DATA

You have the right to:

- **information** about the processing of your personal data;
- **obtain access to** the personal data held about you;
- ask for incorrect, inaccurate or incomplete personal data to be **corrected**;
- request that personal **data be erased** when it's no longer needed or if processing it is unlawful;
- **withdraw your consent** if the processing is based on your consent;
- **object** to the processing of your personal data for marketing purposes or on grounds relating to your particular situation;
- request the **restriction** of the processing of your personal data in specific cases;
- receive your personal data in a machine-readable format and send it to another controller (**'data portability'**);
- request that decisions based on **automated processing** concerning you or significantly affecting you and based on your personal data are made by natural persons, not only by computers. You also have the right in this case to express your point of view and to contest the decision.

The request needs to be made, in writing, to the contact information e-mail mentioned in this Privacy Policy or through the enclosed [form](#).



You have also a right to make a claim to the data protection authority concerning the processing of personal data. The Data Protection Authority in Denmark is Datatilsynet. You can find contact information here: [www.datatilsynet.dk](http://www.datatilsynet.dk)

#### **11. Changes to the Privacy Policy**

Tikkurila is entitled, from time to time, change the information in this Privacy Policy as well as its practice to handle its customers' personal data.