

Controller of the register

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Name of the register

Biokia marketing and customer register

Purpose of the register

Personal data in the register is processed in order to

- 1) maintain customer relationship and to guarantee good customer experience and service in our webstore.
- 2) deal with customer feedback and to deliver eventual compensation.
- 3) produce targeted advertising, customer surveys, campaigns and lotteries for marketing purposes of our products.

Personal data to be processed

Regarding customers in our webstore the collected data includes

- contact information: name, address, e-mail and phone number
- purchase history, e.g. ordered products and order value
- delivery information, e.g. selected delivery method and delivery address
- eventual product evaluations

For consumer service contacts the collected data includes

- name and e-mail
- address and phone number if necessary for processing the issue

For newsletter subscriptions, lotteries and other marketing purposes only e-mails are collected.

Data sources

Register is compiled of information given by the consumers in the webstore, newsletter subscription forms, contact forms, e-mails and lottery participations.

No personal data is collected for the visitors of biokia.fi-website. Instead, cookie data is collected through different analytics tools (such as Google Analytics) and this information is utilized in targeting digital marketing of Biokia products and in analyzing the overall performance of our website and marketing activities. The consent for using necessary cookies is given when browsing our website for the first time. This consent can at any time be changed or withdrawn at <https://biokia.fi/en/cookie-information/> .

Targeted marketing can be managed at <http://google.com/ads/preferences>.

Recipients of personal data

Personal data will not be transferred to any 3rd party, despite our designated service providers to the extent they are involved in the implementation of the uses described in this privacy statement. Personal data in the register is not processed outside EU.

Storage period

The personal data registered for marketing purposes and webstore customer relations will be kept until the registree requests the removal of the data.

Data collected from lottery and contest participations will be removed after the winners have been announced.

Removal from the register

All personal data will be removed if requested by the registree. The registree can at any time contact the controller (contact information above) to request removal of the data.

Data protection

Data in the register is kept confidential. Data network and the equipment are protected by firewall and other necessary technical procedures. The Controller is responsible for organizing processing, protection, security and storage of the data, aswell as enabling the registrees to inspect their personal data included in the register.