

**DESCRIPTION OF THE PERSONAL DATA FILE Customer relations
and marketing**

19.8.2015

1 Controller Saga Furs Oyj
 PL4, 01601 VANTAA
 Tel. +358 9 849 8319

2 Person in Charge

 IT Manager, infra
 Matti Ala-Outinen
 Tel. +358 50 346 9441

3 Name of the Register

 Customer Personal Data and Marketing File

4 Purpose of Processing Personal Data

The Customer Personal Data and Marketing File is maintained for the purposes of managing customer relations and marketing related matters of Saga Furs Oyj.

The personal data is processed in accordance with section 8(1)(5) as well as sections 22a(1) and 23(1)(7) and (8) of the Finnish Personal Data Act (523/1999).

5 Content of the Register

The Customer Personal Data and Marketing File contains the following data on the contact persons of the customers of Saga Furs Oyj:

- name
- contact information
- company identification number or equivalent
- social security number / date of birth
- position
- native language

- ownership and share of ownership
- photograph
- details of possible accommodation bookings made by the controller where such bookings were requested by the data subject.

In addition, the Customer Personal Data and Marketing File contains other data, which is necessary for the management and development of customer relations, as obtained in the course of personal meetings and other communications with the contact persons of customers of Saga Furs Oyj. The file also contains details of direct marketing and other prohibitions made by the customers.

6 Regular Sources of Information

The data is obtained directly from the data subject.

7 Regular the EU or ETA

Disclosure of Data and Transfer of Data Outside

The data contained in the Customer Personal Data and Marketing File shall not be disclosed to third parties unless otherwise provided by law.

The data contained in the Customer Personal Data and Marketing File is regularly transferred into the cloud storage of an external service provider, in which the service provider stores the data on behalf of Saga Furs Oyj. The data may also be transferred to countries outside the EU or the EEA. In such cases Saga Furs Oyj ensures that lawful grounds for the transfer exist, for example by using the standard model clauses adopted by the Commission and as referred to in section 23(1)(8) of the Finnish Personal Data Act.

8 Data Security

The data is stored by electronic means. The data is protected against third parties by appropriate technical and contractual measures. The right to process the da-

ta is held only by those employees of Saga Furs Oyj, whose role involve management of customer relations and marketing.