



## Boco IP Oy Ab's privacy notice regarding processing of personal data for marketing purposes

### 1. Data controller

Boco IP Oy Ab, business-ID 1037059-0  
Kansakoulukatu 3  
00100 Helsinki, Finland

### 2. Contact person

Peter Åkerlund, dataprotection@bocoip.com

### 3. Name of the data file and data subjects

Boco IP Oy Ab's marketing file.

We process personal data of persons that have consented to receiving our newsletters and other direct marketing. Furthermore, we process personal data of contact persons of potential clients.

### 4. Purpose of processing personal data

We process personal data to send our newsletters, other announcements as well as other marketing communications. We may also use the data for direct marketing purposes and for marketing in our social medias. Furthermore, we may also use the data to send invitations to events and competitions.

### 5. Legal grounds for the processing and contents of the data file

Our legal ground is consent given by the data subject. For contact persons of potential clients, our legal ground is legitimate interests.

The below information may be part of the data file. All the below information is not necessarily collected for each data subject.

- a) Name of the person
- b) E-mail address
- c) Telephone number
- d) Work duties
- e) Company/organization
- f) Location of company/organization
- g) Other information that the data subject has given to use
- h) Cookie information regarding visits on our home pages
- i) Identification data and use information of our newsletters and communications
- j) Identification data and use information regarding use of our social media

We collect only the information a-g for contact persons of potential clients.

## 6. Data sources for the data file

The data we collect originates from the data subjects. We may also use our client register, publicly available data sources and data produced by our home page systems or our social media.

## 7. Transfer of data

We use the data internally and in marketing services or systems offered by third parties. We will secure that such services and systems comply with data protection legislation and that such third parties do not transfer the data to other parties.

We transfer data to outside the European Union or the European Economic Area only if such transfer is necessary to use marketing services or systems offered by third parties. We will under such particularly ensure that the outside processors comply with EU data protection legislation.

## 8. Protection of the data file and retention time of personal data

Our IT systems and personal data is protected with firewalls, passwords and other technical measures. Only authorized persons have access to the systems and the data. We ensure that third parties used for data processing apply the same security standards.

We will keep the collected personal data until the data subject requests that the data is removed. The request can be made either by telephone, by unsubscribing from our newsletter subscription or by sending an email to [dataprotection@bocoip.com](mailto:dataprotection@bocoip.com)

## 10. Rights of data subjects

As a data subject you have the following rights:

- the right to be informed regarding processing of personal data;
- the right to access collected personal data and to check what personal data we process;
- the right to rectify wrong or incomplete personal data;
- the right to erase or transfer personal data;
- the right to withdraw your consent to process personal data to the extent the processing relies on your consent;
- the right to restrict processing of personal data.

We may ask you to clarify any request you have made based on the above rights, and also ask you to provide us with proper identification before processing a request from you. We may refuse your request, if proper legal grounds exist for a refusal.

You have the right to file a complaint with your local data protection authority in the EU member state where you reside or which member state you consider that a data breach has occurred.

If you want to file a request with us based on your above rights, please use either of the following addresses:

Boco IP Oy Ab  
Data Protection  
Kansakoulukatu 3  
00100 Helsinki, Finland

dataprotection@bocoip.com

Boco IP Oy Ab will respond to the request within two weeks from receiving the request, if there are not particular reasons for extending the response time.

#### [11. Amendments to this privacy notice](#)

We continuously strive to the develop our data protection policies and practices and therefore reserve a right to further clarify the content of this privacy notice. We will inform the data subjects directly if such amendments would broaden or rights to collect or process personal data.