

## **Privacy notice**

We process personal data in accordance with the General Data Protection Regulation (EU 2016/679) and value the trust you have placed in us. We follow good governance and data processing practices.

### **1. Name of the register**

Manufacturing Excellence Finland (MEX Finland Ry) marketing and customer register.

### **2. Data controller**

Synocus Oy (Business ID: 0634253-8)

Street address: Bulevardi 5 A 5, 00120 Helsinki, Finland

Phone: +358 9 622 62 60

### **3. Point of contact**

Please e-mail: [info@synocus.com](mailto:info@synocus.com)

### **4. Purpose of personal data processing and basis for processing**

The personal data is primarily used for marketing and communication activities, such as:

- Newsletters
- Invitations to events, visits, and activities
- Publications, advertising, and communication
- Other types of activities, such as business development, sales, and reporting

The legal bases for the processing of personal data are those defined in the EU's General Data Protection Regulation:

- the data subject has given his consent to the processing of his personal data for one or more specific purposes,
- the processing is necessary to fulfill the legitimate interests of the controller or a third party,
- the processing concerns personal data that the data subject has expressly made public.

### **5. Data content of register**

For example, the following type of information regarding the data subject may be stored:

- Name of person
- Organization
- Position at the company
- E-mail address
- Phone number
- Photographs and recordings taken during the events and visits
- Details concerning MEX Finland meetings, events, and activities

### **6. Regular sources of information**

Personal data is collected from public sources such as the company and community information system, from organizations' websites, from the registered person, and in connection with various

events, visits, or activities organized by the data controller and when communications are addressed to the person.

#### **7. Personal data retention period**

Information collected in the register is kept only for as long and to the extent as is necessary in relation to the original or compatible purposes for which the personal information was collected or required by law.

#### **8. Recipients of personal data and regular transfers of data**

The personal data included in the register will be disclosed to the event partners if necessary for the purposes related to the organization and implementation of the event, which will be identified on a case-by-case basis.

#### **9. Transfer of data outside the European Union or the European Economic Area**

Information is not regularly disclosed to other parties. Data controller does not disclose information outside the register, nor do they transfer information outside the European Union or the European Economic Area.

#### **10. Principles of protection of the register**

Possible physical materials containing personal data are kept in locked rooms, to which only designated and authorized persons have access due to their duties. The database containing personal data is on the secure server of the system supplier (personal data processor). Access to databases and systems is only possible with separately issued personal user IDs and passwords. The employees and other persons of the data controller are committed to observe the obligation of confidentiality and to keep secret the information they receive in connection with the processing of personal data.

#### **11. Automated decision-making**

The information in the register shall not be utilized for decision-making entailing legal effects for the person and that is based on automated data processing, such as profiling.

#### **12. Data subject's right of access and to rectification**

Data subject has the right to check their information stored in the register and demand the correction of any incorrect information or the completion of incomplete information. If a data subject wants to check the information stored about them or demand correction, the request must be sent in writing to the Data controller. If necessary, the Data controller can ask the requester to prove his identity. The Data controller responds to the customer within the time stipulated in the EU's General Data Protection Regulation.

#### **13. Data subject's other rights concerning the processing of personal data**

Data subject has the right to request the removal of personal data about them from the register. Data subjects also have other rights according to the EU's General Data Protection Regulation, such as limiting the processing of personal data in certain situations. Requests must be sent in writing to the Data controller. If necessary, the Data controller can ask the requester to prove his identity. The controller responds to the customer within the time stipulated in the EU's General Data Protection Regulation.

#### **14. Changes to this Privacy notice**

This Privacy notice can be updated from time to time, for example when the legislation changes. This Privacy notice was last updated on September 2<sup>nd</sup>, 2022.