

1. Register owner

Visit Pori Oy
c/o City of Pori, PL 121
28101 Pori
info@visitpori.fi
Business ID: 1519270-3

2. Contact person regarding the register

Tiina Lehtonen, CEO
Visit Pori Oy
c/o City of Pori, PL 121
28101 Pori
0447011021
tiina.j.lehtonen@pori.fi

Visit Pori Oy has come to the conclusion within its privacy policy that it is not necessary to appoint a separate privacy representative.

3. Name of the register

Visit Pori Oy's marketing register

4. Purpose of processing personal data / purpose of the register

Personal data is processed for marketing and prize draws purposes. The use of the register is based on consent. Data on prize draws will be kept for a maximum period of one (1) year. Data necessary for sending marketing letters and for customer relationship management will be kept for a maximum of 10 years, unless the data subject uses his/her right to erasure from the register.

5. Data content of the register

Email address and depending on the situation, name, postal address and telephone number, age and gender. If the data subject is also in the customer register of Visit Pori Oy, the marketing register may also contain data related to the reservations made by the data subject.

6. Regular data sources

Persons who have subscribed to Visit Pori Oy's newsletter via the website or office and customers who have made reservations. In addition, persons who have participated in prize draws, for example at fairs or other events, provided that they have given their consent for their contact details to be used for marketing purposes.

7. Regular data disclosures and data transfer outside the EU or the European Economic Area

Visit Pori Oy does not disclose marketing register data to third parties.

No data will be transferred outside the EU or the European Economic Area.

8. Principles for the protection of the register

A. Manual data

Visit Pori Oy takes care of the security of its premises in accordance with its internal data protection guidelines. The staff of Visit Pori Oy is actively instructed and guided in matters related to the privacy regulation.

The manual data is archived in a locked room at Visit Pori Oy. If manual material is printed from the register registered on the IT system, the material is stored in a locked room and the register holder and the authorities prescribed by law only have access to the material.

B. Data stored on the IT system

Visit Pori Oy stores data in systems related to customer relationship and marketing. Visit Pori Oy staff logs into the different systems with personal usernames and passwords.

The sub-registers of the marketing register are located on the servers of Aptual Commerce Oy and the City of Pori, which are located in supervised data centres. The full register information is accessible only by the controller and the technical maintenance staff of Aptual Commerce Oy and Comgate Oy. A customer merchant who has purchased the Johku services has access to the personal data provided by his/her customers who have ordered from the Johku online shop, to the extent required for the transaction.

9. Right of control and verification

The data subject has the right to check what information concerning him/her has been stored in Visit Pori Oy's marketing register. The right of control is free of charge once a year. The request must be made in a written form or in person at the controller's premises.

10. Rectification and steps to rectify data

The data subject may request the rectification, erasure or restriction of processing data that is inaccurate, unnecessary, incomplete or outdated. The request for rectification should be made in writing and should be made with sufficient specificity.

11. Other possible rights

If personal data is processed based on the consent of the data subject, the data subject has the right to withdraw his/her consent by notifying Visit Pori Oy. The data subject has the right to lodge a complaint with a supervisory authority.

12. Contacts

In all matters relating to the processing of personal data and in situations related to the exercise of personal rights, the data subject should contact Visit Pori Oy.

If necessary, Visit Pori Oy may ask the data subject to specify his/her request in writing and the identity of the data subject may be verified, before taking any other action.

Requests for verification, rectification and denials of processing of personal data will be addressed:

Visit Pori Oy
c/o City of Pori, PL 121
28101 Pori
info@visitpori.fi

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