

# **EVENTER MEDIA OY PRIVACY POLICY**

## **1 DATA CONTROLLER**

Eventer Media Oy acts as the data controller.  
Business ID: 3109960-5  
Simonkatu 9, FI-00100 Helsinki, Finland

## **2 PURPOSE OF PROCESSING AND LEGAL BASIS**

We process personal data for marketing purposes.

The legal basis for processing is our legitimate interest in conducting direct marketing communications regarding our services to business decision-makers whose responsibilities are relevant to the solutions we offer. We have conducted a Legitimate Interest Assessment (LIA) to ensure that such processing is necessary and that it is balanced against the rights and freedoms of the data subjects. When relying on legitimate interest, we ensure that the processing of personal data is limited to what is strictly necessary and proportionate, with priority given to the interests and rights of the data subjects over our business interests.

## **3 DATA COLLECTED AND SOURCES**

We collect personal data primarily from publicly available sources, such as company websites, public directories, and business databases.

### **The categories of personal data collected include:**

- Name
- Work email address
- Job title
- Company name

## **4 TRANSFERS OUTSIDE THE EU/EEA**

Personal data is not transferred outside the European Union (EU) or the European Economic Area (EEA).

## **5 DATA SECURITY AND CONFIDENTIALITY**

Eventer Media implements appropriate technical and organizational measures to ensure the security of personal data. Such measures include secure systems and services, controlled access, password protection, and limiting data access to specifically authorized personnel acting in accordance with internal instructions.

## **6. PROFILING AND AUTOMATED DECISION-MAKING**

We do not engage in automated decision-making that produces legal effects or similarly significant impacts on individuals. However, we may use limited profiling to target B2B marketing communications based on the professional role of the recipient.

## **7 DATA SUBJECT RIGHTS**

### **Data subjects have the following rights under applicable data protection laws:**

- Right of access to personal data
- Right to rectification and erasure
- Right to data portability
- Right to restriction of processing
- Right to object to processing
- Right to object to direct marketing at any time (opt-out)
- Right to withdraw consent, where processing is based on consent

## **8 CONTACT**

For more information, contact [hei@eventer.fi](mailto:hei@eventer.fi)