

# Ledins cares about protecting privacy

*New privacy policy (General Data Protection Regulation, GDPR) came into effect on the 25.05.2018. Protecting privacy and confidential relationship with our customers and to other stakeholders is important to us. We follow all appropriate regulations regarding handling personal information, including national Personal Data Act and European General Data Protection Regulation.*

After the new regulations came to be we have specified our protocols regarding the practices in connection to the registers, the register records have also been updated.

We maintain information about the contact personnel of our client companies and cooperation partners in our client and stakeholder register. The information is being processed primarily in order to take care of the contract based agreements as well as the customer relationship. The information is being stored and maintained as long as the cooperation lasts or as long as the legislation requires Vitabalans to store the information for, e.g. the accounting information.

## **Our Goal - Good customer experience**

Ledins collects information for marketing and communication purposes. We use the personal data that has been collected to inform about current topics and to market our products. We want to provide our client companies and customers with adequate and interest oriented communication. The information is also being used to ensure good customer experience and to improve our web sites to meet the needs of our visitors.

Birger Ledin AB (a part of Vitabalans group) or Vitabalans Oy does not sell or transfer personal data to third parties – which means that the client does not receive messages from other companies based on the personal data given to Ledins. We can use subcontractors and cooperation partners to handle and store the information as well as in marketing that is used to promote Ledins.

## **Right to verify, rectify or erasure**

Every data subject has the right to request verification, rectification or erasure of personal data related to them. Verification, rectification or erasure request can be done by contacting data controller via email [registers@vitabalans.com](mailto:registers@vitabalans.com) Data subject who wants to place a request has to identify themselves in a secure way to Birger Ledin AB or Vitabalans Oy.

Data subject has a right to forbid Ledins or Vitabalans from giving up their personal data, handling the personal data for direct marketing, using the personal data for distance selling or for other direct marketing purposes. Personal data used for marketing purposes will be deleted if the customer unsubscribes from the newsletters mailing list.