Privacy notice

Saimaan Palju ja Lautta Oy

1. Controller and contact details

Saimaan Palju ja Lautta Oy (Business ID 2848931-1)
Kievarintie 2 as 1, 54800 Savitaipale, Finland

Contact person for data protection matters:
Teemu Virtanen
Email: teemu@saimaanpalju.fi

The controller is not legally required to appoint a data protection officer (DPO), but the contact person named above answers questions about data protection.

2. What personal data do we collect?

We collect data that customers provide themselves:

- Name
- Contact details: address, email address and phone number
- From business customers: company name and billing details

All data is obtained directly from the customer when they place an order or contact us.

3. What do we use personal data for?

We use personal data for the following purposes:

Performance of a contract

- Managing the customer relationship
- Delivering, processing and archiving orders

Legal obligations

- Bookkeeping and financial reporting (Finnish Accounting Act: 6 years)

Legitimate interest

- Statistical analysis to develop our services
- Offering additional services based on previous purchases

Consent

- Direct marketing by email or other channels (only with consent)

Depending on the purpose, the legal basis for processing is always either a contract, a legal obligation, legitimate interest or consent.

4. How long do we keep the data?

We keep personal data only for as long as necessary:

- Customer data: for the duration of the customer relationship and for no more than 3 years after it ends
- Billing and accounting data: 6 years (required by the Finnish Accounting Act)
- Marketing consent: until the consent is withdrawn

5. How is the data protected?

- Only the owner of the company and, where necessary, staff have access to customer data
- Data is not disclosed to third parties without the customer's consent
- Data is not used for any purposes other than those stated in this notice

6. Transfers of data outside the EU

We use Google Analytics and Meta (Facebook) Pixel on our website for analytics and targeted marketing. These services may transfer data outside the European Economic Area (EEA), for example to the United States.

Data is transferred on the basis of the Standard Contractual Clauses approved by the European Commission or the EU-US Data Privacy Framework.

Individual persons cannot be identified from the data sent to Google Analytics. You can block Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on.

7. Cookies and profiling

Saimaan Palju uses cookies on its website for the following purposes:

- Personalisation: improving the functionality of the website
- Analytics: monitoring website use with Google Analytics
- Marketing: targeted advertising with Meta Pixel

The use of cookies is based on the consent you give during your first visit to the website. You can change your cookie settings or withdraw your consent at any time in your browser settings or by contacting us.

Meta Pixel may use your behaviour on the website for targeted advertising (profiling). You have the right to object to this profiling, see section 8.

8. Your rights

Under the EU General Data Protection Regulation (GDPR), you have the following rights:

- Right of access: the right to know what data about you has been stored
- Right to rectification: the right to have incorrect data corrected

- Right to erasure ("right to be forgotten"): the right to ask for your data to be deleted
- Right to restriction of processing: the right to have processing restricted in certain situations
- Right to object: the right to object to the processing of your data, especially for direct marketing and profiling
- Withdrawal of consent: you can withdraw any consent you have given at any time
- Right to data portability: the right to receive your data in a machine-readable format (where processing is based on a contract or consent)

Send your requests to: teemu@saimaanpalju.fi
We will respond to requests within 30 days at the latest.

9. Right to lodge a complaint with a supervisory authority

If you consider that the processing of your personal data infringes data protection legislation, you have the right to lodge a complaint with the Data Protection Ombudsman of Finland:

Office of the Data Protection Ombudsman
PL 800, 00531 Helsinki, Finland
Email: tietosuoja@om.fi
Website: www.tietosuoja.fi

10. Changes to this privacy notice

We reserve the right to update this privacy notice when necessary, for example when legislation changes.

This is an English translation of the Finnish privacy notice (Tietosuojaseloste). If the versions differ, the Finnish version prevails.