

## **PRIVACY POLICY**

### **Collection, storing, minimising, and accuracy of personal data**

BusinessMaker online tool collects for example the following data from users: name, email address, website of participant, telephone number of the enrolled person, business field, business location and operating area. Other data may also be collected about companies such as business ID, company size, etc. Each BusinessMaker event is different and different information is collected for each event. When registering, the users see what information is being collected.

The user's password is not saved in the system as such, but a so-called hashed version is saved to verify the correctness of the password at login. However, the original password cannot be derived from the hashed version, even if it would fall into the hands of a third party. When logging into the application, the user accepts the terms of this privacy policy and user register.

BusinessMaker.fi® online application is owned by BusinessMaker Solutions Oy (Ltd). It does not disclose collected data to a third party, with the exclusion of the subscriber i.e., the organiser of the event in some cases. The subscriber of each event, i.e., the organiser, has a right to an event subscription-specific register. The user sees the event organiser on the event page under the heading "the event is organised by".

BusinessMaker Solutions Oy may use the collected data for the company's marketing, for example to inform about new updates of the BusinessMaker online application or to market BusinessMaker products.

All the data of the BusinessMaker online tool users are stored in the server space of a third party (Zoner Oy).

BusinessMaker Solutions Oy keeps the user register up to date. Every user has the right to receive a copy of their personal data.

### **System reliability**

The connection to the BusinessMaker website is always SSL encrypted. If the use of the service is significantly impeded, a compensation will be agreed on a case-by-case basis.

BusinessMaker Oy commits to notify the supervisory authorities of any detected information security breaches within 72 hours at the latest. If the breach has a likely adverse effect on the protection or privacy of the data subject's personal data, BusinessMaker Oy undertakes to notify the data subject of the incident.

## **Ensuring the security of data processing**

BusinessMaker Solutions Oy undertakes to regularly test, study, and evaluate the effectiveness of the technical and organisational measures of the BusinessMaker online tool to ensure the security of data processing. BusinessMaker Solutions Oy is, however, not liable for damages caused by possible data breaches. *Therefore, no information classified as confidential should be entered into the system.*

## **Video connection of the Online matchmaking service**

The video connection is always encrypted with a DTSL connection and the website with a TLS connection. Video conversations are not recorded. Under normal conditions, the video connection is made directly between users. As an exception, if for one reason or another, users are unable to establish a direct connection with each other, they will use the server as a video connector. In this case, the server only acts as a switch for users to contact each other online. The servers (the switch and Holdan) are in Ireland.

Online room information includes information about participants of BusinessMaker online matchmaking event. Each room will only show the names of the people and their companies attending that bilateral meeting.

The log data includes:

- Room IDs
- Room duration
- Non-unique ID automatically generated by connected users
- Room data is not erased over time; it is used for billing.

## **Designated Data Protection Officer**

The Data Protection Officer of BusinessMaker online tool is Anneli Komi, the CEO of BusinessMaker Solutions Oy. The Data Protection Officer plans, develops, ensures, and monitors the implementation of data protection.

## **REGISTER DESCRIPTION**

Register description in accordance with the Personal Data Act (523/1999) section 10 §.

### **Name of the register**

BusinessMaker

### **Registrar**

Name: BusinessMaker Solutions Oy

Website: [www.businessmaker.fi](http://www.businessmaker.fi)

Address: Kvarnängintie 59-29

Phone number: +358 45 122 0142

Email address: [anneli.komi@businessmaker.fi](mailto:anneli.komi@businessmaker.fi)

### **Person responsible for registration matters**

Name: Anneli Komi

Address: Kvarnängintie 59-29

Phone number: +358 45 122 0142

Email address: [anneli.komi@businessmaker.fi](mailto:anneli.komi@businessmaker.fi)

### **Purpose of processing personal data / Purpose of the register**

The register is used to collect the name and e-mail information of companies using the BusinessMaker online tool for possible marketing and communications. The data will not be passed on to third parties or disclosed abroad. A third party, such as the organiser of each event however has the right to a user register that is limited to events organised by that subscriber only.

### **Information content of the register**

The register collects information about the user, such as the company name and the name of the person, email address, and phone number. The collected data varies from event to event. The user sees the information that is collected from the event page of each event

### **Information sources of the register**

The information in the register is collected through companies that use the online tool. Information is collected from companies and individuals who wish to use the BusinessMaker online tool. *The basis for collecting register data is the person's own consent, which he or she automatically makes when registering as a user of the online tool.*

### **Disclosure of data and transfer of data outside the EU or the EEA**

The data will not be disclosed to third parties or to the EU or elsewhere abroad.

### **Protection principles of the register**

- 1) Personal and company information is kept confidential.
- 2) The electronic member register is located on a web server, which can only be accessed by BusinessMaker Solutions Oy and the server space provider (Zoner Oy). BusinessMaker Solutions Oy takes care of maintaining information security to the best of its ability.

### **Right to inspect**

The person included in the registered has, in most cases, the right to inspect their personal data stored in the register, as well as ask the registrar to correct inaccurate information. The request for inspection shall be requested in writing from the registrar.

### **Correcting, modifying, and deleting of register data**

The registrar shall, without unfounded delay or on its own initiative or at the request of the data subject, correct, delete or supplement personal data in the register, which is incorrect, unnecessary, incomplete or out of date for the purpose of data processing. A person or a company may leave the register at any time by a written notice. In this case, their data is automatically deleted from the register. A person has the right to request a restriction of processing and the right to object to the processing of personal data. The personal data in the register is not transferred from one system to another.

**In Sipoo 22.5.2020**

**Anneli Komi/BusinessMaker Solutions Oy**