

PROFESSIO FINLAND OY PRIVACY POLICY

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REGISTRY DATA

1. Registry Name Professio Finland Oy's Registry
2. Registry Controller (name, address, phone) Professio Finland Oy, Keilaranta 1 A, 02150 Espoo, Phone +358 (0)20 780 6220.
3. Contact Person for Registry Matters (name, email) Jenni Laine, rekisteri@professio.fi
4. Purpose of Processing Personal Data Personal data is primarily processed for managing customer relationships and for marketing and communications related to events organized by Professio.

Personal data is processed for the following purposes:

- Ordering products and services and client mandates
- Managing customer relationships
- Delivering products and services
- Ensuring and managing service and payment transactions
- Customer satisfaction and market research
- Personalized customer service and targeted communication; monitoring service usage
- Marketing and targeted marketing to customers and potential customers
- Statistical analysis and data analysis
- Fulfilling legal rights and obligations
- Recruitment

The legal basis for processing personal data is the contractual relationship between Professio and the data subject or a legitimate interest. In terms of the contractual relationship, the processing of personal data is also based on legal obligations.

Registry Purpose: The registry is used alone and in conjunction with other registries of Professio Finland Oy and Cor Group Oy for managing and maintaining user relationships; planning and developing Professio Finland Oy's business; statistical and market research; and advertising and marketing for Professio Finland Oy and its clients (event partners). Professio Finland Oy and its affiliates within the same group have the right to use and disclose personal data in the Personnel Registry for justified purposes (such as recruitment, direct marketing, distance selling, and market research) in accordance with data protection legislation.

Professio's website uses cookies. They help us identify your device when you return to the site, remember your preferences and choices, improve your user experience, and tailor our advertisements on our pages and possibly other services.

Essential Cookies: Some cookies are essential for the technical operation and use of our site. These cookies do not collect data about users that could be used for marketing or to remember user-selected sites.

Performance Cookies: Our performance cookies collect information about how users use our website (e.g., most visited pages, potential error messages). These cookies do not collect identifiable information about users; they are anonymous and are used solely to improve the functionality of our websites.

Our websites use Google Analytics, Facebook, LinkedIn, Hotjar, Adform, and Twitter cookies.

Functional Cookies: Functional cookies allow our websites to remember choices made by the user (such as username, language, or region) and offer better and more personalized features.

Third-Party Cookies: Our pages also have buttons that facilitate the sharing of content across different online communication environments and social media. By using these buttons, the registered user can set the selected service's cookie on their device. These cookies are not under Professio's control. More information about the use of third-party cookies can be obtained from the third party's website.

Our websites may accept cookies from third-party services. These could include advertisements displayed through Facebook or Google services. Professio's advertisements may be targeted on third-party services, such as Facebook, LinkedIn, and Google, based on the fact that the user has visited our service.

Our websites may have chat functionalities, which are managed by a third party. These cookies are not under Professio's control. More information about the use of third-party cookies can be obtained from the chat service's website.

Registry Content, Data Sources, and Data Disclosure 5a Registry Content Depending on the usage context, the registry stores the following information: Professio collects and processes only such personal data about registered individuals that are essential and necessary for the purposes described in this privacy statement. This applies to information provided by registered individuals and data collected from other sources.

Data Sources Personal data is regularly obtained and collected:

- From the customer themselves via phone, registration forms, internet, email, or similar means.
- During the use of services through cookies or other similar technologies.
- Personal data may also be collected and updated from registries and databases maintained by the controller and its affiliates within the same group, the population register, credit information registries, and other similar public or private registries and data sources, as well as from the controller's partners.
- Additionally, personal data may be collected from social media related to the controller's activities, where information about registered individuals is available.
- During the customer relationship, data obtained from customers when using services of Professio and other CorGroup companies.
- From the database of Suomen Asiakastieto Oy.

- From Profinder as a transfer compliant with data protection regulations.

User-Provided or Personally Identifiable Information:

- Name, address, phone number, email address, position at the workplace, function area in the organization, company, organization, industry of the organization, areas of expertise, website addresses, billing information
- Demographic data such as professional and educational information, job and position titles
- Data provided in surveys and studies
- Other data collected with the user's consent Information observed and collected about the service user:
- Usage and browsing information, display of ads and their clicking
- Entry page to the service, device data (browser, screen resolution, operating system, mobile device model), cookie identifier, IP address, UserID (random number sequence), session time and duration, network operator
- Usage is monitored with Google Analytics, Hotjar programs (data processors)

These and possible future similar programs help us analyze service usage. Both services comply with EU conditions for personal data processing.

- Behavioral data is also anonymously collected in the service's publishing system
 - Recommendations, shares, bookmarks, visited pages
- Newsletter automation services collect behavioral data about users, which is used, for example, to generate automated newsletters

6 Regular Data Sources

- The registered individual's own notification (via telephone, registration form, internet, email, or similar means)
- VRK/Population register and telephone company directories and other similar public and private registries.
- During the customer relationship, data obtained from registered individuals when using services of Professio Finland Oy and other Cor Group companies.
- During the use of services through cookies or other similar technologies
- Personal data may be collected and updated from registries maintained by the controller and its affiliates within the same group, the population register, credit information registries, and other similar public or private registries and data sources, as well as from the controller's partners.
- Additionally, personal data may be collected from social media related to the controller's activities, where information about registered individuals is available.
- From the database of Suomen Asiakastieto Oy
- As data transfers compliant with data protection regulations from Profinder's database

- From the database of Cor Group Oy
- From MicroMedia's database

7 Regular Disclosures of Information The service provider and its affiliates within the same group have the right to use and disclose data in the Personnel Registry for justified purposes (such as direct marketing, distance selling, and market research) in accordance with data protection legislation. The registered individual has the right to prohibit the disclosure and processing of their data for direct advertising, distance selling, and direct marketing by notifying the controller.

8 Transfer of Data Outside the EU or EEA Data provided by registered individuals to Professio is not routinely disclosed or transferred outside the EU or EEA.

Data recorded by cookies from services and social media platforms used by Professio, such as Twitter, Facebook, and Google Analytics, and WebinarJam, may be stored on servers of these operators, which may be located outside the EU.

Registry Protection and Data Retention 9 Principles of Registry Protection User registry data is stored in databases that are protected with firewalls, passwords, and other technical means. The databases and their backups are located in locked and guarded premises with restricted access. Only pre-designated individuals are authorized to access and use the data stored in the databases.

Personal Data Retention Professio retains personal data as long as necessary for the purposes defined in this privacy statement unless legislation requires the retention of personal data for a longer period (for example, specific legislation, accounting obligations, or reporting responsibilities), or unless the company needs the information to formulate, present, or defend against legal claims.

Professio may use registered personal data for marketing after the end of the customer relationship, as required by legislation. Personal data is processed during the duration of the customer and contractual relationship and for a necessary period after the end of the customer and contractual relationship. Data concerning potential customers is not deleted from Professio's registry; instead, when personal data is no longer needed in the manner defined above, the data is passivated no later than one month after the registered individual's request. This ensures that the customer's data is not collected again from public data sources, for example, in a situation where the customer has requested the deletion of their own data. Passivated customer data is not used for marketing purposes, for instance.

Rights of the Registered 10 Right to Access and Correct Data The registered individual has:

- The right to access their own data. According to Article 15 of EU 2016/679, the registered individual has the right to access their personal data.
- The right to request correction of data. According to Article 16 of EU 2016/679, the registered individual has the right to request correction of incorrect data concerning them in the registry.
- The right to review their own data's system log information. The log information shows who has processed the registered individual's data, what changes have been made to the data, and when.

All requests are addressed in writing to Professio's staff or the contact person for registry matters. The form is available at Professio's office or by email from Professio's customer service. Identity is verified before data is provided. The request is responded to within a reasonable time and, if possible, within one month from the submission of the request and verification of identity.

11 Other Rights Related to Personal Data Processing The registered individual has:

- The right to delete data from the system. According to Article 17 of EU 2016/679, the registered individual has the right to have the controller delete their personal data without undue delay.
- The right to transfer data from one system to another. According to Article 20 of EU 2016/679, the registered individual has the right to transfer their personal data from one system to another, provided that the processing is based on consent or a contract, and that it is carried out automatically. The registered individual also has the right to have their data transferred directly from one controller to another, if technically feasible.
- The right to file a complaint with the supervisory authority. According to Article 77 of EU 2016/679, the registered individual has the right to file a complaint with the Data Protection Ombudsman's office if they believe that the processing of personal data violates the regulation.
- The right to reject the use of cookies from their own browser settings. Some features of Professio's websites may not function without cookies.

These registered rights are not applicable in statutory systems. Depending on the registry, Professio may not be able to transfer or delete data from systems according to the law. Requests are evaluated on a case-by-case basis.

Professio Match

For the provision of the service, the following data collected with the user's consent during registration are transferred to Professio Match:

- Name
- Job title
- Organization
- Interests Rights and obligations listed in sections 7–11 of the Professio Match privacy statement.

All requests are addressed in writing to Professio's staff or the contact person for registry matters. The form is available at Professio's office or by email from Professio's customer service. Identity is verified before data is provided. The request is responded to within a reasonable time and, if possible, within one month from the submission of the request and verification of identity.