

Competitions, Prize Draws and Social Media postings Privacy Statement

Drafted on 24.5.2018

1 Data controller

Marimekko Corporation (Business ID 0111316-2)
Puusepäntäkatu 4
00880 Helsinki
Finland

2 Data controller contact information

Marimekko Customer Service
customerservice@marimekko.com
Tel. +358 9 758 7260

3 Name of the data file

Competitions, Prize Draws and Social Media postings data file of Marimekko Corporation.

4 Grounds and purpose for processing personal data

Grounds for processing personal data is based on legitimate interest of the data controller (such as person's entering in a competition, prize draw or consent to publish social media content). The purpose for processing personal data is selecting/drawing, rewarding and informing the winners of marketing competitions and prize draws and reposting of social media content in Marimekko's own social media channels and on the website. The data can also be used for designing and developing of Marimekko's business, products and services.

5 Content of the data file and the group of the data subjects

The data file consists of data on the participants of the competitions and prize draws and social media content producers. The data file includes the following personal data of the participants:

- Basic information: First name, last name
- Contact information: mailing address, email address, telephone number
- Information necessary for the competition/prize draw, such as participation information (incl. date), photograph (competition/prize draw specifically)

- User name or other user ID of an social media account
- Photographs regarding social media content

6 Sources of information

The data is collected from the information obtained from the data subject when participating a competition or prize draw and in connection with reposting of social media content. There are no other sources of information.

7 Disclosure and transfer of data and transfer of data outside the EU or the EEA area

Personal data may be disclosed and transferred within the Marimekko group and to partners or service providers also outside the EU/EEA area for the purpose for processing personal data disclosed in this privacy statement.

If personal data is transferred outside the EU/EEA, we will ensure that appropriate contractual measures (e.g. using standard contractual clauses of the EU Commission) are applied to the transfer, the transfer is lawful and that the processing and confidentiality are in compliance with the applicable laws.

8 Principles of the protection and retention period

The data file can only be accessed by specified persons to the extent of their duties.

The data is retained for as long as it is necessary for choosing/drawing the winner(s), informing the winner(s) and delivering of the possible prize or in connection with the reposting of social media content. The data will be discarded directly afterwards, excluding Instagram where the publications (including taking part in competitions/prize draws) are based on hashtags and the content is the user's own, thus the Privacy Policy of Instagram applies.

9 Rights of the data subject

Right to inspect data and right to demand the rectification of data

Data subjects have the right to inspect the data stored in the data file of themselves and to demand rectification and deletion of incorrect information. Such requests should be submitted in writing to the contact person of this data file mentioned in point 2.

Other rights

According to the GDPR the data subjects have the right to object, restrict the processing of data on themselves or ask for removal of data and the right to make a complaint on the processing of personal data to the national Data Protection Ombudsman.