

# Niko Jokela Consulting Oy Privacy Statement

Under the General Data Protection Regulation, the data controller has the obligation to provide clear information to data subjects. This statement has been prepared to fulfil the obligation to inform.

## 1. Name of the data file and the data controller

The data file is called “Verkkosivujen kävijäseuranta” (Website Visitor Monitoring), and it is maintained by:

Niko Jokela Consulting Oy  
Ohjelmakaari 10  
40500 Jyväskylä, Finland  
+358 10 212 0950  
contact@njcoy.fi

## 2. Data subjects

The data file is used to store information about visitors to the website.

## 3. Grounds for keeping the data file and its purpose of use

The data is collected to monitor the traffic on the website, target advertising better and ensure a higher-quality customer experience on the website.

## 4. Personal data stored in the data file

The data file for website visitors may contain the following data:

- Classification information provided by the persons themselves (such as their interests)
- IP address information or other identification
- Customer feedback information
- Information collected through cookies
- Information collected from social media channels
- Other information collected based on the customer’s consent
- Information collected from our online service
- Company name or a person’s first and last name, address, email address, phone number, generally available classification information, and information about marketing permissions and prohibitions.

## 5. Data subject's rights

Data subjects have the rights described further below. Requests to exercise the rights should be sent to the following address:

Niko Jokela Consulting Oy  
Ohjelmakaari 10  
40500 Jyväskylä, Finland  
+358 10 212 0950  
contact@njcoy.fi

### Right to inspect

The data subject has the right to inspect the personal data we have stored about them.

### Right to rectification of the data

The data subject has the right to request the rectification of any inaccurate or incomplete information about them.

### Right to object

The data subject has the right to object to the processing of their personal data if they feel that the personal data has been processed contrary to the law.

### Direct marketing prohibition

The data subject has the right to prohibit the use of their data for direct marketing.

### Right to erasure

The data subject has the right to request the erasure of the data if the processing of the data is unnecessary. We will process the erasure request and then either erase the data or provide a justified reason why the data cannot be erased.

It should be noted that the data controller may have a legal or other right not to erase the data as requested.

### Withdrawal of consent

If the processing of personal data concerning the data subject is based only on their consent, not on a customer relationship or membership, for example, the data subject has the right to withdraw their consent.

### The data subject has the right to file a complaint concerning the decision to the Data Protection Ombudsman

The data subject has the right to demand that we restrict the processing of the disputed data until the matter is resolved.

### Right to file a complaint

The data subject has the right to file a complaint with the Data Protection Ombudsman if they feel that we are violating the applicable data protection legislation in the processing of the personal data.

Contact details for the Data Protection Ombudsman: <https://tietosuoja.fi/en/contact-information>

## 6. Regular sources of data

Data for the data file is obtained regularly as follows:

- Data is stored automatically in the data file when a user leaves their information or uses the [www.njcoy.fi](http://www.njcoy.fi) website or the company's other online services.

## 7. Regular data submissions

Our online service uses cookies so that we can make our service as user-friendly and high-quality as possible, as well as target our marketing. Among other things, the cookies we use are related to our marketing automation system (Active Campaign), Google Analytics and the social media channels we use, such as LinkedIn services. These software systems store data about the pages that you visit, the time you spend on the website, the route through which you entered the website and the links you click, among other things.

We may also use cookies for the development of our services and website, the analysis of the use of the website, and the targeting and optimization of marketing. By monitoring the traffic on the website, we can develop our website to make it even better and provide visitors with a better user experience.

## 8. The duration of processing

We do not store your personal data any longer than is necessary for the data's intended use or what is required by an agreement or regulation. However, the storage times for personal data may vary based on the intended use and situation.

For a potential customer, data is stored from a few weeks to several months, even years. For our customers, we store the data as long as the customer relationship remains active.

## 9. Processors of personal data

Personal data is processed by the data controller and its employees. The data controller may also outsource the processing of personal data in part or completely to a third party, in which case we will ensure through contractual arrangements that the personal data will be processed according to the relevant privacy protection legislation and otherwise appropriately.

## 10. Transfer of the data outside the EU

The data is regularly transferred outside the EU or the European Economic Area. When the data is transferred outside the EU or the EEA, we ensure the sufficient level of personal data protection by agreeing on matters related to the confidentiality and processing of personal data as required by the legislation, among other measures.

## **11. Automatic decision-making and profiling**

We do not use the data for automatic decision-making or profiling.