

## **Privacy policy**

This is the privacy policy describes, in accordance with the EU's General Data Protection Regulation (GDPR), how personal data is processed by Central Union of Agricultural Producers and Forest Owners (MTK) in the joint policy office of MTK, Svenska Lantbruksproducenternas Centralförbund (SLC) and Pellervo. This policy was created on 18 January 2022 and updated on 02 March 2022.

### **1. Data controller**

Central Union of Agricultural Producers and Forest Owners (MTK)

Simonkatu 6, 00101 Helsinki, Finland

Business ID: 0215194-5

### **2. Contact person responsible for the register**

Maarit Holma

firstname.lastname(at)mtk.fi

### **3. Purpose and legal basis of processing**

The purpose of processing personal data is to communicate with stakeholders and to send newsletters by email.

According to the EU General Data Protection Regulation, the legal basis for the processing of personal data is the person's consent to receive the newsletter.

Stakeholder communication may also be carried out on the basis of legitimate interest. Taking into account the nature of the data processed and the possibility to opt out of stakeholder communication at any time, we consider that the processing does not conflict with the fundamental rights or freedoms of the data subject.

The data is not used for automated decision-making or profiling.

### **4. Personal data processed**

We process the following personal data: the person's name, organisation, position and e-mail address, consent information, as well as information about opening the newsletter and clicking on links in the newsletter.

### **5. Regular sources of personal data**

As a rule, the data stored in the register is obtained from the data subjects themselves, e.g. from messages sent via web forms, by email, by phone or during meetings.

## **6. Regular disclosure of data and transfer of data outside the EU or EEA**

We do not disclose personal data to third parties outside the joint policy office. The data will not be transferred outside the European Union (EU) or the European Economic Area (EEA), unless it is necessary for the technical implementation of the service. Any data transfers outside the EU or EEA are subject to appropriate safeguards, such as the EU Commission's Standard Contractual Clauses.

## **7. Retention period of personal data**

The data is stored for the purpose of sending newsletters and information bulletins. We will only retain your data for as long as necessary to fulfil the purposes set out above. The data subject may also request the deletion of their data if they wish.

## **8. Rights of the data subject**

The data subject has the right to check their data stored in the register and demand the correction of any incorrect information or the completion of incomplete information. If a data subject wants to check the data stored about him or her or demand rectification of it, the request must be sent by email to the controller.

The data subject can withdraw their consent by using the unsubscribe link in the newsletter or by notifying the controller by email.

The data subject has the right to request that personal data concerning him or her be removed from the register. Data subjects also have other rights under the EU General Data Protection Regulation, such as the right to restrict the processing of personal data in certain situations and the right to object to processing based on legitimate interest.

Requests must be sent by email to the controller. If necessary, the controller may ask the data subject to prove his or her identity. The controller will respond to the data subject within the time limit laid down in the EU General Data Protection Regulation (as a rule, within one month).

In addition, the data subject has the right to lodge a complaint with the supervisory authority ([www.tietosuoja.fi](http://www.tietosuoja.fi)).