

Privacy Policy

With this privacy policy for Estonian Label House OÜ 's customer, supplier and stakeholder personal data, we describe how and for what purposes we process the personal data of customers, suppliers and other stakeholder groups, as well as users of our website (<https://elhprint.eu/>).

1 Controller

Estonian Label House OÜ (Business ID 12009911)

Õpetajate tn 5, Kohtla-Järve, 31021 Estonia

2 Person responsible for data-related matters

Erik Björkenheim, e-mail: erik.bjorkenheim@nordiclabel.fi

3 Register name

Customer, supplier and stakeholder group register of Estonian Label House

4 Purpose and justification for processing personal data

The personal data of the data subject is processed for maintaining, managing and developing client, supplier and other stakeholder group relations, analysis and statistics as well as general development of operations for customer and supplier relations and other appropriate connections, such as partnership.

Personal data will be processed on the basis of legal obligations, contractual relationship or pre-contractual measures, data subject's consent and legitimate interests of the controller or a third party. Examples of the processing of personal data by Estonian Label House on different legal bases are described below.

- Processing of personal data while fulfilling the obligations of customer and supply agreements is based on contractual relationship or actions preceding the conclusion of a contract. The provision of such data is necessary for entering into a contract and fulfilling the contract. If the data is not submitted, the contract cannot be concluded.
- Personal data processing for the management and development of customer relationships and for the purpose of advertising and marketing Estonian Label House's services and products is based on Estonian Label House's legitimate interest and the data subject's consent.

- Camera surveillance at Estonian Label House's premises is based on Estonian Label House's legitimate interest in ensuring the safety of the premises.

5 Categories of personal data

The following data of the data subject may be processed:

- Basic information of the data subject, including name and contact information, job title, employing company name, contact information, business ID, and other necessary contact information.
- Data related to service and product procurement and payments, notes and other information provided by the data subject.
- Data processing related data, including entry date and data source, as well as other data related to customer and supplier relations and other appropriate connections, as well as data related to contractual relationships.

Estonian Label House's website uses cookies to collect various information. Some of this information is considered as personal data. The collection of personal data therefore also takes place on our website via cookies. A cookie can be used to track whether a website has been visited from the same browser before. Information on whether a tracking cookie is already in use can be found in the browser. If a previous cookie does not exist, a new cookie is set to the browser. Cookies are used to collect information about the sites visited on the browser, the IP address of the browser, the time, from which web address the browser came from to the website, from which server and from which domain the website was visited.

6 Personal data retention period

Estonian Label House has both the right and the obligation to retain the personal data collected for a period of time. Estonian Label House does not retain personal information longer than necessary to achieve the purposes of processing and comply with the obligations of Estonian Label House. As a general rule, the collected personal data of customers, suppliers and interest groups will be retained for 3 years. Estonian Label House may retain the personal data for a longer period of time if it is obliged to do so (e.g. obligations arising from accounting or tax legislation), or you have given consent for longer storage and processing of the data. For example, the information contained in the accounting records will be retained for seven years in accordance with the law. The controller evaluates the specified retention periods regularly.

If Estonian Label House sends personal information to another controller, the data retention periods will be determined by the recipient of the data.

7 Sources of data

Contact and customer data is provided during contact requests, order placement, quote requests and customer registration. Data submitted by the partners of Estonian Label House may also be entered into the data file.

8 Data disclosure and transfer outside the EU or the EEA

The data controller may disclose personal data stored in the data file as permitted or required by relevant legislation for example to a collection agency. The data controller may transfer personal data, for example, when outsourcing personal data processing to an accounting company or marketing and invoicing companies, who in such case will process the personal data on behalf of the data controller without the right to process such data independently. Due to technical reasons, some of the data may be physically located on the servers and equipment of an external service provider, in which case the data is processed remotely. The personal data will not be transferred outside the EU or EEA, unless it is necessary for the technical implementation of the service. The transfers of personal data are based on the model contract clauses approved by the European Commission or other transfer mechanism in accordance with data protection legislation. In such case, the data controller will ensure sufficient data protection as required by relevant data protection legislation.

9 Protection of personal data register

Personal data is stored in databases protected with firewalls, passwords and data security software. Databases and their backups are located in secure facilities and only designated persons have access to the data with a user name and password. Access rights and credentials to the register are granted and managed by a person responsible for data-related matters. The controller's network and the equipment where the register is stored are protected with firewalls and the data security software of Windows 10 and F-secure.

10 Data subject's rights

The data subjects have the right

- to obtain information on the processing of their personal data and the purpose for which the data is used,
- of access to their data,
- to rectification of their data,
- to the erasure of their data and to be forgotten if there is no lawful purpose to process the data,
- to data portability,
- to restrict the processing of their personal data to certain purposes, and

- to object the processing of their personal data for direct marketing or other purposes based on a legitimate interest.

When objecting to the processing of personal data, the data subject must indicate the justification for refusing the processing of their personal data. The data controller may deny such requests as permitted under law.

In addition, where the processing of personal data is based on the data subject's consent, the data subject has the right to withdraw such consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. The data subject may wield any of the aforementioned rights by submitting a written and signed request to the data controller with the contact information indicated in Section 1.

If the data subject considers that their personal data is not being processed lawfully, the data subject has the right to file a complaint with the supervisory authority. In Estonia the supervisory authority is Estonian Data Protection Inspectorate (info@aki.ee, Tatari 39, Tallinn 10134).