

## 1) Data controller

Keski-Suomen Betonirakenne Ltd, (VAT no FI18751267)  
Asematie 5  
44800 Pihtipudas, Finland  
firstname.lastname@ksbr.fi

In this document, the commonly used abbreviation for the data controller is KSBR.

## 2) Contact person for register matters

Tuija Muhonen  
Tel +358 40 5748 004  
tuija.muhonen@ksbr.fi

## 3) Name of the register

Keski-Suomen Betonirakenne Ltd's (KSBR's) customer register.

## 4) Purpose and legal basis for processing personal data

KSBR's customer register stores information about the contact persons of KSBR's customers, companies and organizations, as well as the contact persons of potential customers. Personal data is used for managing customer relationships and implementing the rights and obligations of the customer and KSBR. The data also manages contacts or similar information related to KSBR's construction service during the entire lifecycle of the construction project in each building site.

The data in the register can be used to produce offers and contract documents, sales invoices, reports, or other documents for KSBR personnel who need them in their work, and to target KSBR's marketing and/or communication through various media, without disclosing personal data to third parties.

The legal basis for processing personal data is the consent given by the registered individual or a contract in which the registered individual is a party, or the legitimate interest of the data controller (customer relationship before the contract).

## 5) Content of the register

The following general identification and basic information is recorded in KSBR's business information system:

- Name of the company or organization
- Business and community ID, i.e. VAT no
- Person's name, role/position, email address, and phone number
- Company's mailing address, postal town, delivery and invoicing address
- Customer number given by KSBR (system)
- Information related to the organization's credit data and/or contractor liability obligations
- Information related to the customer relationship and ordered services
- Any other possible contact information related to the company or organization.

## 6) Cookie policy

KSBR does not use cookies on its website. Data is not used for automated decision-making or profiling.

## 7) Regular data sources

The data stored in the customer register is obtained from KSBR's own operations or directly from the customer e.g., from contracts, customer meetings, messages sent via web forms, email, phone, social media services, or other situations where the customer discloses their data. Information on the contact persons of companies and other organizations can also be collected from public sources.

## 8) Regular data transfers

Customer register data is not regularly transferred to external parties.

## 9) Transfer of data outside the EU or EEA

Customer register data is not transferred outside the EU or EEA.

## 10) Data storage and disposal

Data in the customer register is retained for the duration of the customer relationship. Order, invoicing, and payment data are retained in accordance with the accounting law. To manage the warranty obligation of products, the customer register's data is retained at least for the warranty period. Data and any paper copies are properly destroyed after the storage period has expired.

## 11) Principles of registry protection

Care is taken in processing the register, and the data is stored in an appropriately protected database. When registry data is stored on servers, appropriate physical and digital data security measures are taken for their hardware. Access rights and stored data are treated confidentially and only by those employees whose job description it is part of. Users' access to files is protected with appropriate measures. Possible paper printouts are kept in a locked location, which only authorized personnel can access. Data security and accuracy are ensured with appropriate backup copies and various data security practices.

## 12) Rights of the registered individual

KSBR updates the customer register through its own operations and with information provided by the customer or partner. KSBR's customer and partner have the right to check their own data, demand correction of incorrect data, refuse the use of their data for direct marketing or similar purposes, and also rely on the rights protected by the personal data law.

Requests concerning this matter are addressed to the register contact person. Review or correction request to KSBR should be sent with a signed email or a signed letter. The data controller may, if necessary, ask the requester to prove their identity.

This Privacy Policy can be viewed on KSBR's website at [www.ksbr.fi](http://www.ksbr.fi).