

# KCL www-services

## Privacy policy

**Please read the terms and conditions applicable to this site carefully before accessing and using this World Wide Web service ("Website").  
By accessing the website, you agree to be bound by these terms and conditions. Do not access the website if you do not agree to all of the terms and conditions.**

This privacy policy applies to the website [www.kcl.fi](http://www.kcl.fi) provided by Oy Keskuslaboratorio-Centrallaboratorium Ab ("KCL").

### **Non-personal information**

All activity on this website is logged and your IP address is stored to the log. The purpose of the log is to collect information on website usage volumes and patterns, number of visitors, which parts of the website have/have not been used and system errors. The collected data is used to further develop and enhance this website.

The log does not collect personal user data (name, address, date of birth etc.) unless you yourself have provided them nor does it contain any other information on the basis of which you may be identified. This website may use technology, such as Google Analytics, that reveals certain technical information like your computer's operating system, network location, browser type and address of a referring website including a company name. Based on this information KCL may contact a company for advertising and marketing purposes. The company may always prohibit any direct advertising and marketing contacts.

### **Cookies**

#### **Cookies on our Website**

Cookies are small text files that are stored in your computer's memory and hard drive when you visit certain web pages. They are used to enable website to function or to provide information to the owners of a website. Web beacons (also called "pixel tags") are electronic images placed on a website that typically help us access certain cookies on the website, enable us to count visitors on our website and improve our services. Web beacons also collect information about visits from your IP-address.

This Cookie policy informs you how KCL uses cookies, web beacons and other similar technologies (jointly referred to as "cookies") in its website and how you can manage and control the use of cookies on your computer or device.

Cookies that are used on our website help KCL to provide customized services and information. KCL uses cookies on our website to gather information how and when pages in our website are visited, what our users' technology preferences are and whether our website is functioning properly.

In general terms, we use cookies on our website for the following purposes:

**Analytical purposes:** Analytical cookies allow us to recognize, measure and track visitors to our website. This helps us to develop the way our website function, by determining whether site visitors can find information easily, or by identifying the aspects of website that are of the most interest to them, for example.

**Usage preferences:** Some cookies on our website are activated when visitors to our sites make a choice about their usage of the website. Our website use the settings preferences of

the user in relation to future visits. This allows us to tailor the experience on our website to the individual user.

**Policy Administration:** We use cookies to record when a site visitor has seen a policy, such as this one, or provided consent, such as consent to the terms and conditions on our website.

**Session management:** The software that runs our website uses cookies for technical purposes needed by the internal workings of our servers. For instance, we use cookies to distribute requests among multiple servers, authenticate users and determine what features of the site they can access, verify the origin of requests, keep track of information about a user's session and determine which options or pages to display in order for the site to function.

**Functional purposes:** Functional purpose cookies store information that is needed by our applications to process and operate. For example, where transactions or requests within an application involve multiple workflow stages, cookies are used to store the information from each stage temporarily, in order to facilitate completion of the overall transaction or request.

To make full use of our website, your device will need to accept cookies. Our website will not function properly without them. In addition, cookies are required in order to provide you with personalized features on our website.

### **Third party cookies**

When you visit our website, you may receive cookies that are set by third parties. These may include cookies set by Google or other similar. We do not control the setting of these third-party cookies, so we recommend you to check the third-party websites for more information about their use of cookies and how to manage them.

### **Amending cookie preferences**

You may delete cookies from your computer at any time. The instructions for removing cookies from your computer or mobile device depend on the operating system and web browser you use. Please note, however, that withdrawing your agreement to the use of cookies on our website will mean that certain functionalities are not usable or are more difficult to use.

The site [www.allaboutcookies.org](http://www.allaboutcookies.org) includes more about cookies in general and instructions for managing cookies on many commonly used browsers, or you may consult the vendor documentation for your specific software.

### **Protecting personal information**

KCL will store personal information as required to meet legal and regulatory requirements or as additionally needed in accordance with this policy. KCL has endeavored to take appropriate action to protect your personal information in order to prevent their unauthorized and incorrect use.

### **The Internet**

Given that the internet is a global environment, using the internet to collect and process personal information necessarily involves the transmission of data on an international basis. Therefore, by browsing KCL's website and communicating electronically with KCL, you acknowledge and agree to our processing of personal information in this way.

Unfortunately, the transmission of information via the internet is not completely secure. Although KCL will do its best to protect your personal data, we cannot guarantee the security of your personal information transmitted to KCL's website; any transmission is at your own risk. Once KCL has received your information, KCL will use strict procedures and security features to try to prevent unauthorized access.

KCL's website may, from time to time, contain links to other websites which are outside KCL's control and are not covered by this privacy policy. If you access other websites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from KCL's. KCL do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal information to these websites.

For further information please see also our Privacy Statement which can be found on our website.

### **Updating and changes**

We may change or update parts of the Privacy Policy without notifying you in advance. Always read the Privacy Policy before using our website to be aware of the status of an opinion in all situations and if it has been altered or updated.

# Privacy Statement

Oy Keskuslaboratorio-Centrallaboratorium Ab ("KCL") is committed to respecting and protecting your privacy. This Privacy Statement describes what types of personal data KCL may collect about its customers, potential customers, vendors and other business partners and their representatives with whom we have a business relationship or aim to develop one, how it may be used and processed and how it is protected. As used in this Privacy Statement "personal data" means any information that is capable of identifying you as an individual either submitted by you and/or obtained through alternative channels.

When processing your personal data, KCL will comply with applicable data protection laws. KCL has endeavored to take appropriate action to protect your personal data to prevent unauthorized access to it and its incorrect use.

## How we collect personal data

KCL needs to collect and use certain types of contact data, including personal data, of its customers, potential customers, vendors and other business partners and their representatives and other individuals KCL deals with in order to carry out its business operations. We use customer and vendor management databases to manage and track our sales and marketing activities and to manage our vendor relationships. KCL collects your personal data mainly directly from you e.g. when you communicate with us or subscribe for our newsletters or marketing materials or register for our events. We collect personal data of our customers', potential customers' and vendors' representatives also in connection with your use of our services or when you interact with us in any other way. We also collect personal data from public sources or commercial services.

## Information we collect and how we use your personal data

Your personal data (name, title, organization, email address, address, phone number, company name, area of interest, country, invoicing information or other similar information relevant to the business relationship) may be processed by KCL for the following legitimate business purposes of:

- customer and vendor relationship management and communication;
- providing services and fulfilling your requests;
- supporting sales and sourcing activities;
- invoicing, taxation and related financial transactions;
- business development;
- contract management;
- marketing our services;
- conducting customer and vendor surveys;
- organizing events and exhibitions;
- contacting you to provide you with information about our new services and send you related
- electronic direct marketing communications, unless you have indicated that you do not wish to be
- contacted;
- to comply with our legal obligations.

You may be contacted by KCL representative for additional information, to be able to answer your questions or fulfil your requests, for marketing our services to you, for opinion surveys, services surveys or technical administration and development of this site, or for similar purposes.

Processing of your personal data by us is mainly based on our legitimate interest to enable us to conduct and maintain our business operations effectively.

## **Protection and storage of personal data**

KCL has taken appropriate technical and organizational measures to restrict access to the personal data it holds and to protect it against loss, accidental destruction, misuse, and unlawful alteration. Access to personal data is restricted on a need-to-know basis to individuals (KCL's employees and service providers) who need to access the data for the purposes it was collected for.

KCL will store personal information as long as required for the limited purposes outlined in Section "Information we collect and how we use your personal data" above or as required to meet legal and/or regulatory requirements.

## **Sharing data and international transfers**

KCL uses personal data in its customer and vendor relationship management databases only for its internal purposes.

We may use third-party service providers in customer and vendor database management. Such third parties are only allowed to process your personal data to the extent necessary for them to provide the service we have requested from them. KCL will ensure that your personal data is appropriately protected when shared within KCL and with external parties. When outsourcing services to any third parties, we ensure through contractual and other measures that personal data is processed appropriately and in compliance with all applicable laws. We will not disclose your personal data in any other circumstances, unless we have your consent or if disclosure is required by law.

KCL will not transfer your personal data to countries located outside the European Economic Area (EEA).

## **Access to your personal data and your other rights**

You have the right to access the personal data held by KCL about you and request a copy of such personal data by contacting us at the email address or address indicated in Section "How to contact us" below. You have, when necessary, the right to have the data amended, rectified, or erased, if it is incorrect, inaccurate, imprecise, or outdated, or obsolete as regards the purpose of its processing. You may be requested to verify your identity, specify your request, and may be asked for more information about your request.

If your request related to processing of your personal data is refused or if in your opinion your personal data has not been processed in compliance with applicable data protection laws, you may bring the matter to the attention of the relevant data protection authority.

You may also request to restrict and object to the processing of your personal data, if it could compromise your rights to privacy. You have the right to restrict processing when you contest the accuracy of the data for the period its accuracy is being verified, when the processing is unlawful, or when you have objected to the processing based on legitimate interests, until an overriding legitimate interest for processing is verified. When processing of your personal data is based on consent, you have the right to withdraw your consent at any time.

You have the right to opt out of receiving any electronic direct marketing communications from us by clicking the "unsubscribe" link provided in all marketing communications we send you, and choosing not to receive marketing communications from us in the future.

## **How to contact us**

If you have any questions about this Privacy Statement, processing of your personal data by KCL or you wish to access personal data we hold about you, you may contact:

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