

PRIVACY STATEMENT:

deidei Oy (“**deidei**” or “**we**”) provides Diversity, Equity, and Inclusion and Inclusive Communication services for organizations.

This Privacy Statement may be updated from time to time in order to reflect the changes in data processing practices or otherwise. You can find the current version on our website.

This Privacy Statement applies to the processing of personal data carried out by deidei as a data controller. Should you have any questions relating to the processing of your personal data, or should you wish to use your rights as a data subject, please contact us on the addressees set out below.

1. Data controller

deidei Oy
Neitsytpolku 6 B 27
00140 Helsinki
Finland
3187103-6
hello@deidei.co
www.deidei.co

Data protection officer
deidei Oy
hello@deidei.co

2. How we collect data

Your personal data we process for the purposes of this Privacy Statement is referred as “**Partner data**”. We primarily process personal data (required and optional) which you provide us directly, via the contact form on our deidei’s

webpage or otherwise. You are solely responsible for the content of your contact request. We also collect and process your personal data through any personal contacts, phone calls, or e-mail correspondence that you may have with us.

Examples of the Partner's data, but are not limited to, are

- basic information, such as your name, your contact information,
- all other information you may provide at any stage of the contact process, such as company name, title or LinkedIn profile.

3. How we use your data

We use the personal data we collect for several purposes:

To process your contact request for advancing a future partnership with deidei.

deidei processes your personal data to be able to process your contact request for a future partnership that we would provide services to. We need to process data to take steps prior to entering into a contract with you and may also need to process your data to enter into a contract with you, either with deidei or with a subsidiary or affiliate company of deidei.

For quality improvement and trend analysis

We may also process information about your personal data for running analytics and developing our services and future recruitment. When possible, we will do this using only aggregated, non-personally identifiable data.

For our legal obligations

deidei processes your personal data in some cases to ensure that we comply with legal obligations.

For claims handling and legal processes

deidei may process personal data to respond to and defend against legal claims.

4. Legal grounds for the processing

When deidei processes your personal data for the purposes described in this Privacy Statement, we process your data based on our legitimate interest in the partnership process. We weigh our own interests against your right to privacy.

We process your personal data if you have consented to the processing activity. You may withdraw your consent at any time.

5. How we may share your personal data

We only share your personal data within our organization and organizations or individuals we consider as our subsidiary and as far as reasonably necessary for the purposes of this Privacy Statement.

We do not share your personal data with third parties outside of our organization unless one of the following circumstances applies:

For the purposes set out in this Privacy Statement and to authorized service providers

To the extent that we need help from third parties for us to fulfill the purpose of this Privacy Statement, we provide such third parties with your data. These third parties process Partner's data as a data controller in accordance with their privacy policies. Furthermore, we may provide your personal data to our affiliates or to authorized service providers who perform services for us (including, for instance, data storage, accounting, payment, sales, and marketing service providers).

When your personal data is processed by third parties as data processors on behalf of deidei, deidei has taken the appropriate contractual and

organizational measures to ensure that your data are processed exclusively for the purposes specified in this Privacy Notice and in accordance with all applicable laws and regulations and subject to our instructions and appropriate obligations of confidentiality and security measures.

Please bear in mind that if you provide personal data directly to a third party, such as through a link somewhere on our website, the processing is typically based on their policies and standards.

For legal reasons and legal processes

We may share your personal data with third parties outside our organization if we have a good-faith belief that access to and use of the personal data is reasonably necessary to: (i) meet any applicable law, regulation, and/or court order; (ii) detect, prevent, or otherwise address fraud, crime, security or technical issues; and/or (iii) protect the interests, properties or safety of deidei, the Partners or the public as far as in accordance with the law. When possible, we will inform you about such processing.

For other legitimate reasons

If deidei is involved in a merger, acquisition or asset sale, we may transfer your personal data to the third party involved. However, we will continue to ensure the confidentiality of all personal data. We will give notice to all the Partners concerned when the personal data are transferred or become subject to a different privacy statement.

With your explicit consent

We may share your personal data with third parties outside deidei when we have your explicit consent to do so. You have the right to withdraw this consent at all times.

6. Transfers to countries outside the European Economic Area (EEA)

We use service providers in several geographical locations. As such, we and our service providers may transfer your personal data to, or access it in, jurisdictions outside the EEA or the Partners domicile.

We will take steps to ensure that your personal data receives an adequate level of protection in the jurisdictions in which they are processed. We provide adequate protection for the transfers of personal data to countries outside of the EEA through a series of agreements with our service providers based on [the Standard Contractual Clauses](#) or through other appropriate safeguards, such as the [Privacy Shield Framework](#).

More information regarding the transfers of personal data may be obtained by contacting us on any of the addresses indicated above.

7. How long we will store your data

deidei does not store your personal data longer than is legally permitted and necessary for the purposes of this Privacy Statement.

Most personal data of a Partner will be deleted in 12 months from the date of completion of the partnership. Some of the personal data may be stored by us only as long as such processing is required by law or is reasonably necessary for our legal obligations or legitimate interests such as claims handling, bookkeeping, internal reporting and reconciliation purposes.

8. Your rights

Right to access

You have the right to access and be informed about your personal data processed by us. We give all of you the possibility to request a copy of your personal data.

Right to withdraw consent

In case the processing is based on the consent granted by you, you may withdraw the consent at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

Right to rectify

You have the right to have incorrect or incomplete personal data we have stored about you corrected or completed by contacting us.

Right to erasure

You may also ask us to delete your personal data from our systems. We will comply with such a request unless we have a legitimate ground to not delete the data.

Right to object

You may have the right to object to certain use of your personal data if such data are processed for other purposes than necessary for the provision of the purpose of this Privacy Statement or for compliance with a legal obligation.

Right to restriction of processing

You may request us to restrict the processing of personal data for example when your data erasure, rectification or objection requests are pending and/or when we do not have legitimate grounds to process your data.

Right to data portability

You have the right to receive the personal data you have provided to us yourself in a structured and commonly used format and to independently transmit those data to a third party.

How to use your rights

The above mentioned rights may be used by sending a letter or an e-mail to us on the addresses set out above, including the following information: full name, address, e-mail address, and phone number. We may request the provision of additional information necessary to confirm your identity. We may reject requests that are unreasonably repetitive, excessive or manifestly unfounded.

In case you consider our processing of personal data to be inconsistent with the applicable data protection laws, a complaint may be lodged with the local supervisory authority for data protection. In Finland, the local supervisory authority is the Data Protection Ombudsman (www.tietosuojafi.fi).

9. Direct marketing

You have the right to prohibit us from using your personal data for direct marketing purposes, market research and profiling made for direct marketing purposes by contacting us on the addresses indicated above or by using the unsubscribe possibility offered in connection with any direct marketing messages.

10. Information security

We use administrative, organizational, technical, and physical safeguards to protect the personal data we collect and process. Measures include for example, where appropriate, encryption, pseudonymization, firewalls, secure facilities, and access right systems. Our security controls are designed to maintain an appropriate level of data confidentiality, integrity, availability, resilience and ability to restore the data. We regularly test the Services, systems, and other assets for security vulnerabilities.

Should despite the security measures, a security breach occurs that is likely to have negative effects on your privacy, we will inform you and other affected parties, as well as relevant authorities when required by applicable data protection laws, about the breach as soon as possible.