

## Privacy statement for decision-maker register

Valid from 1st of January 2026

<b>Joint controllers:</b>	Name: Luotea FM AB Organisations number: 556473-2260 Address: Box 9060, 171 09 Solna Phone: +46 (0)8 550 502 00	Name: Luotea Service AB Organisations number: 556684-8866 Address: Armégatan 40, 171 71 Solna Phone: +46 (0)8 410 334 00
	Each Luotea group company is responsible for the processing of personal data in its own business for the purposes and on the legal grounds in accordance with this privacy statement and may use the necessary personal data collected by other group companies for the same purposes, e.g. marketing.	
<b>Contact person:</b>	Name: Bo Stanser E-mail: <a href="mailto:bo.stanser@luotea.com">bo.stanser@luotea.com</a>	
<b>Name of register:</b>	Luoteas decision- maker register	
<b>Legal basis for the processing of personal data:</b>	The legal basis for the processing of personal data is the legitimate interest of Luotea and its group companies (for example, direct marketing).	
<b>Purpose of the processing of personal data:</b>	Personal data in the register shall be processed for the following purposes: <ul style="list-style-type: none"><li>• Luoteas and its group companies' direct marketing efforts</li><li>• Conducting opinion and marketing surveys</li><li>• Arranging sales and marketing events</li><li>• Arranging marketing competitions and prize draws</li><li>• The planning and development of Luoteas and its group companies</li><li>• business operations and services</li></ul>	
<b>Data subject categories:</b>	Decision-makers and contact persons of potential corporate and community customers	
<b>Data content of the register</b>	The register contains the following personal data: <ul style="list-style-type: none"><li>• Name</li><li>• Title, profession, position or role within the company</li><li>• Company name</li><li>• Contact details (postal address, email address and telephone number)</li><li>• Age, year of birth, sex and native language</li><li>• LinkedIn profile details</li><li>• Consent and prohibitions concerning direct marketing</li><li>• Additional data provided by the data subject (for example, the data subject's professional interests)</li><li>• Data related to marketing and sales promotions (for example, marketing efforts targeted to the data subject and participation on surveys and events)</li><li>• Possible additional information required for the purposes of the register</li></ul>	
<b>Regular sources of data:</b>	The data is primarily collected directly from the data subject by telephone, online, in meetings or other similar manners. Personal data may be updated and retrieved via publicly available data sources such as company web sites, the trade register, other public and private registers and various service providers.	

<b>Regular disclosure and transfer of data:</b>	<p>The personal data are not regularly disclosed to third parties outside the Luotea -group.</p> <p>Luotea uses external service providers to process personal data for the following services:</p> <ul style="list-style-type: none"> <li>• System maintenance, development and trouble shooting</li> <li>• implementation of direct marketing, advertising and communication</li> </ul> <p>Each service provider processes personal data in accordance with the data processing agreement only to the extent necessary to provide the service.</p>
<b>Transfer of data outside the EU or EEA:</b>	<p>Luotea and its subcontractors may process personal data outside the EU or the EEA. If the European Commission has not issued a decision on the adequacy of data protection, an agreement on the transfer of personal data in accordance with the standard clauses approved by the European Commission is generally drawn up with the service provider. As an alternative to the use of standard clauses, Luotea also has the right to transfer personal data using other means of transfer permitted by legislation.</p>
<b>Principle of register protection:</b>	<p>The data in the register is stored in information systems that use both technological and programmatic measures to ensure the sufficient level of data security. Each person using the register has a personal username and password to the system. Only designated people shall have access to the data in the register to the extent required by their tasks.</p>
<b>Data retention period:</b>	<p>The personal data are stored permanently in the register to the extent allowed by law. Luotea shall regularly assess the necessity of retaining the data, and in addition, Luotea shall take care of such reasonable measures that ensure that no personal data related to the data subjects that are obsolete, inaccurate or incompatible with the purpose of the processing of the personal data are stored in the register.</p>
<b>Rights of the data subject:</b>	<p><i>Right of inspection and right to request rectification or erasure of personal data</i> Data subjects have the right of inspecting their personal data entered in the register. In addition, data subjects have the right to request the rectification of inaccurate data and erasure of data. Inspection, rectification and/or erasure requests must be submitted in writing by using the above contact details.</p> <p><i>Other rights</i> According to the General Data Protection Regulation data subjects have the right to object to or request a restriction on the processing of their personal data and to lodge a complaint regarding the processing of their personal data to the data protection authority.</p> <p>The data subject shall have the right to prohibit the use of personal data concerning the data subject for the purposes of direct marketing and marketing or opinion polls. Such a prohibition can be set at any time by sending e-mail to the contact person above or, for example, by unsubscribing from the newsletter according to the instructions in the newsletter.</p>