

Data Processing Objectives	Categories of data subjects	Data types	Receivers	The basis for processing	Data retention deadline	Authorized processor
Sending newsletters to people who subscribe to the newsletter	Clients, web site visitors	E-mail addresses of clients and web page visitors	MailChimp	Consent (GDPR 6a)	Data is retained indefinitely or until a deletion request from the data subject	e-mail service provider, Marketing partner
User activity monitoring, measuring and planning digital marketing activities	Web site visitors	Client and web page visitor data, personalized and anonymous usage statistics	Google Analytics, Facebook Pixel, Finnlog Insider	Justified interest (GDPR 6f); Consent (GDPR 6a)	Data is retained indefinitely or until a deletion request from the data subject	Marketing partner, Google Analytics, Facebook Pixel
Maintaining client contact information	Clients	Client contact information		Contractual basis (GDPR 6b)	Data is retained indefinitely or until a deletion request from the data subject	
Receiving and executing clients orders	Clients	Client contact information, Client order information		Contractual basis (GDPR 6b)	Data is retained indefinitely	
Issuing of invoices	Clients	Client contact information		Contractual basis (GDPR 6b)	Contractual expiration date	
Payment behavior information	Clients	Client contact information, Client order information		Contractual basis (GDPR 6b)	Contractual expiration date	
Collecting and preserving of personal data from CVs	Employees, job applicants	Personal data of employees and job applicants		Justified interest (GDPR 6f)	2 years	Personnel search partner
Performing background checks about job applicants	Employees, job applicants	Personal data of employees and job applicants		Justified interest (GDPR 6f), Background check consent given by sending CV	2 years	Personnel search partner

Published	Applies to existing clients and web site visitors	Applies to new clients and web site visitors	Main changes
<i>20.05.2018</i>	<i>20.05.2018</i>	<i>20.05.2018</i>	<i>Data processing register</i>