

Artistit.com Privacy Policy

Last revised: 3 March 2017

1. Purpose

This privacy policy (as amended from time to time, the “**Privacy Policy**”) governs the manner in which Artist Exchange Ltd. (“**AEx**”, “**we**” or “**our**”) collects, uses, maintains and discloses information collected from users who access www.artistit.com and www.yritys.artistit.com websites (the “**Site**”) and/or make use of the products and services offered by AEx from time to time (the “**Services**”).

By accessing the Site or using the Services, users agree to be bound by the Privacy Policy. Users shall not access the Site or use the Services if they do not agree to all of the terms of the Privacy Policy.

2. Types of Information We May Collect

We may collect, process and use the following types of personal data when users access and use our Site and Services:

- Full name
- Gender
- Job title
- Company name
- Credit card data
- Postal address
- Billing address
- E-mail address
- Phone number
- Contact preferences
- User account
- Password
- Images, photos and other content that users post on the Site

We may also collect other types of information such as analytics data, log file data, device identifiers, information from cookies, information purely related to legal persons and other non-personal information in order to provide and improve the Site and the Services. Such non-personal information shall be processed in either anonymised or pseudonymised form to the extent technically and reasonably possible.

3. Purposes of Collection, Processing and Use of Information

We collect, process and use personal data and other information for the following purposes:

- to administer, operate, maintain and provide the Site and the Services, i.e. to manage users’ registration and access to the Site and the Services;
- to improve our customer service, the Site and the Services; and
- to prevent an illegal use of the Site and the Services; and

When collecting and processing personal data, we comply with and abide by the applicable personal data and data protection legislation (such as the Finnish Personal Data Act 523/1999).

4. Regular Sources of Information

The source of data input will primarily be provided by the users themselves either directly or indirectly through the use of the Site or the Services.

We obtain certain information by automated means when you visit our Site, such as through cookies and web beacons.

5. Categories of Recipients

The personal data will be stored and processed on within the European Union or the European Economic Area and it will not be transferred to countries outside the European Union or the European Economic Area.

We may disclose and share the personal data within the limits of the applicable laws, with our partners and other third parties in order to maintain and administer the Site and to provide the Services to users. We may share the personal data to third parties only as is reasonably necessary to provide the Services and for purposes described in this Privacy Policy.

We share the personal data with other third parties only if we are obligated to do so on the basis of applicable legal requirements, users have specifically consented to the respective transfer or the transfer is otherwise allowed under applicable law.

6. Protection of Information

We use commercially reasonable safeguards to keep all information collected through the Site and the Services secure. We endeavour to take appropriate action to protect all information in order to prevent their unauthorized and incorrect use. However, no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable safeguards to protect all information, we cannot guarantee its absolute security.

7. Access Rights

Users may contact AEx at the contact details set out below in order to receive information about the personal data and our data processing practices; and/or to exercise user's statutory rights regarding the access, rectification, deletion and prohibition on the processing of the personal data free of charge once a year. Any additional access request may be subject to a fee to meet AEx's costs in providing the details of the information held by AEx.

8. Third Party Websites

The Site or the Services may provide, or third parties may provide, links or access to other websites on the Internet. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. These sites and services may have their own privacy policies and terms. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

9. Cookies

Cookies may be used in these Services. Cookies are small text files that are stored on user's computer or device in the form of a "cookie", provided that user has consented to the placing of cookies on the user's computer or device, e.g. by clicking a tick-a-box function or enabling cookies through browser settings. User may use the settings within a browser to control the cookies that are placed on user's computer or device. Cookies are used to maintain session state

and help identify user's personal preferences in relation to the use of the Services. We do not use cookies to collect personally identifiable information.

Users may also refuse the use of cookies. It should be noted that if the use of cookies is refused, users may not be able to access certain parts of the Services and the Site may not function properly.

10. Changes

We may occasionally update this Privacy Policy to reflect changes in our Services. If there are material changes to the Privacy Policy or in how we will use the personal data, will provide an updated version of the Privacy Policy on the Site. We will also notify users of the revision, either through the user account, in an email notification or through other reasonable means.

11. Contact Details

If users have any questions about the Privacy Policy or our handling of the personal or non-personal data, user may contact AEx by using the contact details listed below.

Data Controller:

Artist Exchange Ltd.
Business ID: 2682195-8
Address: Salomonkatu 17 A 40 00100 Helsinki, Finland
Name of the contact person: Olli-Veikka Moilanen
E-mail: ov@artistit.com
Telephone: +358 44 316 0505