



LOISTON'S PRIVACY STATEMENT AND THE USE OF COOKIES

Updated: 15/03/2024

1. THE REGISTER

Loiston Oy Ltd

2. SCOPE

This data protection statement describes the principles by which the personal data of people and customers visiting Loiston's website is processed. Loiston recognizes that your privacy is important to you. This Privacy Statement tells you:

- What information we collect;
- How and why we collect information;
- What we use the data for and to whom the data is disclosed;
- How you can check and, if necessary, update your information;
- How to delete your personal data; and
- How you use your rights related to personal data.

This privacy statement only applies when your personal data is processed regarding your customership or data is collected through Loiston's website.

3. TRANSFER OF INFORMATION ACROSS BORDERS

We strive to store your personal data in the EU or the European Economic Area (EEA). All personal data collected via the sites is stored on Loiston's servers, which are currently located in Finland and the EU.

However, from time to time we may have to transfer your personal data outside the EU or EEA in order to provide you with the services we have promised, or due to other similar reasons. When transferring personal data to third countries, we aim to

transfer the data to a country that, according to the European Commission, meets an adequate level of data protection.

If we have to transfer your personal data to a country that, according to the European Commission, does not meet an adequate level of data protection, we use various legal mechanisms, such as contracts, to ensure that your privacy is taken care of and that, despite the transfer, you can effectively exercise your rights related to your personal data.

If you have any questions about cross-border data transfers, please contact Loiston's data protection officer: support@loiston.com.

4. WHAT PERSONAL DATA AND OTHER DATA DO WE PROCESS?

The personal information we receive from you and other information we collect from other sources, as well as our related privacy policies, depend on how you use our services and the requirements of applicable law. We process personal data only to the extent that it is necessary to deliver the products, services, or information you ordered and to improve your user experience on our sites. Loiston collects its customers' personal data and other information in several different ways. We only process personal data that you give us voluntarily

4.1 Voluntarily disclosed personal data

When working with us, you may provide your personal information, such as your name, email address, phone number.

- When subscribing to newsletters or marketing messages;
- When participating in various campaigns;
- When participating in surveys;
- When you contact us by phone, email, post or contact form.

By sharing the contact information required to maintain the customer relationship, such as user data for software licenses and information related to invoicing.

We do not collect our customers' personal data unless the customer contacts us directly.

4.2 Automated collection of data

We collect information automatically through our site. When we combine your personal data with other data collected about you, we treat the combined data as

personal data. Loiston and its online advertising and marketing partners may use various technologies to collect information, such as:

4.3 Cookies and similar technical solutions

Like many other sites, we use cookies on our site to analyze website traffic and evaluate marketing effectiveness. A cookie is a text-only data string that a website transfers to the browser's cookie folder on your computer's hard drive so that the website remembers who you are. A cookie typically contains the domain name of the site from which the cookie originates, the lifetime of the cookie, and an ID, which is usually a randomly generated unique sequence of numbers. By using cookies, we can offer you a better user experience on our site and improve our site and services. It is good to know the following about cookies:

Loiston offers certain features on its site that are only accessible with the help of cookies;

- Loiston uses cookies to improve your user experience.
- Most cookies are session cookies, which means they are automatically deleted from your hard drive after the session ends;
- On some sites not managed by Loiston, you may encounter cookies from third parties;

You can accept or block the use of cookies by changing your browser settings. However, you may not be able to use all functions of the site if the use of cookies is blocked.

4.4 Online trackers

Loiston uses web trackers to help with online advertising and campaigns. A web beacon used in conjunction with cookies is often a transparent graphic image, usually only 1 x 1 pixel in size, placed at the end of a website or email message, where it is used to track the behavior of the website visitor or email sender. When the HTML code of the trace points to the site to retrieve the image, it can also transmit other information, such as the IP address of the computer that retrieved the image, the time and duration of viewing the trace, the type of browser that retrieved the image, and the identifiers of previously installed cookies.

Web trackers are typically used to track website activity by a third party. The tracker can be detected by looking at the site's source code and looking for IMG tags that are loaded from a different server than the rest of the site. When the browser's cookies are disabled, trackers can no longer track the user's activities. The trace still tells about the anonymous visit, but the user's unique information is not logged.

Loiston uses web trackers to track which advertisements and campaigns bring users to Loiston's site. The information collected does not include your name, address, telephone number or email address.

4.5 Anonymous and Aggregated Information

Anonymous and aggregated information is used for various purposes, such as evaluating visitors' interest in using the sites and their various parts or functions. Anonymous or aggregated information is not personal information. We use such information in various ways, such as for internal evaluation, data analysis and research purposes. We may also transfer anonymous or aggregated information to third parties for our purposes or for their purposes. It is not possible to identify you from the data or determine personal data related to you.

5. WHAT DO WE DO WITH PERSONAL INFORMATION?

Primarily, we use your personal data to maintain the customer relationship or other data to offer you services or information and to improve the functionality and user experience of our site. We may allow third-party marketing partners to install tracking tools, such as cookies and trackers, on some sites to collect anonymous and non-personal information and information about your activities on those sites (e.g., sites visited, time of day).

6. WITHDRAWAL OF CONSENT

If you have agreed to receive marketing communications from us, you can later withdraw your consent by following the cancellation instructions included in the marketing messages we send. You can also withdraw your consent to marketing communications by contacting us by post, phone or email using the contact information found in this privacy statement. Even if you withdraw your consent to marketing communications, we reserve the right to send you messages regarding your customership.

You can cancel contact information regarding marketing communications by contacting our data protection officer by email: support@loiston.com, if you want your contact information to be removed from our marketing list.

7. RIGHT OF INFORMATION

You have control over all personal data you provide to us. If you want to inquire about how we process your personal data or check, correct or delete your personal data that we have stored, please contact us using the contact information in section 6. You can also ask us to hand over your personal data to you so that you

can pass it on to a third party. You have control over all personal data you provide to us.

8. STORAGE OF PERSONAL DATA

We keep your personal data only as long as it is necessary to fulfill the processing purposes set out in this privacy statement and to fulfill the requirements set by the applicable law.

9. DATA TRANSFER TO THIRD PARTIES

Loiston does not sell personal data to third parties. Unless otherwise stated in this privacy statement, Loiston does not share personal data with a third party, unless the customer requests or consents to sharing it, or unless the law requires or permits it.

Loiston requires its service providers to commit in writing to maintaining the confidentiality and security of the personal data they maintain on Loiston's behalf, which means at least the level of data protection required by the EU Data Protection Regulation, not to use personal data for any purpose other than the one for which Loiston has collected it and to follow Loiston's instructions related to the processing of personal data and to notify Loiston, if they are no longer able to comply with their respective obligations.

Loiston reserves the right to disclose personal data to a third party also in certain situations, such as: (i) to comply with the law or regulation or other legal or administrative regulations; (ii) to respond to lawful requests by public authorities, including those imposed by national security or law enforcement agencies; (iii) to enforce Loiston's policies and agreements; (iv) to collect claims; (v) to protect users of the Sites from fraudulent or fraudulent activity; (vi) in emergencies or when security is threatened at Loiston's discretion; (vii) when necessary to establish, enforce or defend legal claims; (viii) when disclosure of information is otherwise necessary or advisable; (ix) necessary transfer, for example, in connection with business or company acquisitions or to Loiston's partners only for necessary use in connection with the customer's current service relationship. In addition, server logs can be checked from time to time for data protection purposes - for example, to detect possible unauthorized activity on the site. In such cases, server log information, including IP addresses, will be provided to law enforcement agencies to identify users in the context of an investigation.

11. LEGAL PROTECTION

11.1. Retention of personal data

Unless permitted or required by applicable law, we will only retain your personal data for as long as is necessary to fulfill the purpose of the processing and comply with legal obligations.

You can also request that we delete the personal data we have stored about you. However, there are situations where applicable law allows or requires us to retain certain personal information. If we cannot delete the personal data we have stored, we will inform you of the reason for the storage, as far as it is possible according to the applicable law.

11.2. Availability of your personal data

You can get information about your stored personal data by contacting Loiston's data protection officer (contact information in section 6). We may ask you for additional information so that we can confirm your identity and your rights to your personal data and to search for and provide you with information about your stored personal data.

You have the right to use your personal data that we have stored. However, there are situations where applicable law or other regulation allows or requires us to refuse to release some or all of the personal data we have stored about you. In addition, personal data may have been destroyed, deleted or anonymized. If we cannot provide you with information about the personal data we have stored, we will inform you of the basis for this, as far as it is possible according to the applicable law.

11.3. Editing and updating personal data

We strive to ensure that the personal data in our possession is accurate, up-to-date and complete. If you believe that your personal information is incorrect, incomplete or out of date, you can request that this information be checked or corrected.

If you have any questions regarding this privacy statement or have any privacy concerns, please contact our data protection officer: support@loiston.com. Loiston will familiarize itself with your inquiry and try to solve any questions related to data protection without delay. If necessary, the data protection officer may contact another person to perform the task according to your request.