

Register Description: The Marketing Register of Mandatum Life

### **Data Controller**

Each company (later referred to as Mandatum Life) acts as the data controller for its customers.

Mandatum Life Insurance Company (Business ID 0641130-2)  
Mandatum Life Investment Services Ltd (Business ID 2608438-8)

Bulevardi 56  
FI-00120 Helsinki  
Finland

### **Contact Information**

If you have questions about data protection, we ask that you primarily contact [the customer service of Mandatum Life](#). You can reach the data protection officer of Mandatum Life at [dpo@mandatumlife.fi](mailto:dpo@mandatumlife.fi).

### **The Purposes and the Legal Grounds for the Processing of Personal Data**

Mandatum Life processes personal data for the purposes of marketing the products and services of Mandatum Life and the development of the website and online services of Mandatum Life.

The legal grounds for the processing are processing for compliance with a legal obligation, consent and the legitimate interests of Mandatum Life. The legitimate interests are marketing the products and services of Mandatum Life and development of websites and online services. .

### **Categories of Data Subjects**

- Customers of Mandatum Life
- Potential customers
- Website visitors

### **Categories of Personal Data**

The categories of data we process and the details of the processing depend on what group of persons or customers you belong to.

- Basic information
  - Name, occupation, language, age, contact information, reported interests, customer benefits
- Contact information
  - Online messages, chat discussions, phone call recordings from the customer service of Mandatum Life
- Website visitor information
  - Identifier (such as the IP address or a cookie) and analytics information, for example time spent on the website



## Disclosure of Personal Data

We disclose personal data to the following groups of recipients:

- Based on compliance with legal obligations
- Partner companies

## Data Transfers Outside the EU/EEA

Personal data is mainly stored and processed within the EU and the EEA. If data is transferred outside the EU or the EEA to countries for which the European Commission has not issued a decision of adequacy of data protection, we will take care of protecting the data for example by using standard contractual clauses approved by the European Commission. Transferred data is processed only on behalf of Mandatum Life.

## Retention Periods of Personal Data

Personal data of persons who have received an offer is stored for 3 years. Personal data of other potential customers is stored for at most 3 years. Campaign information (such as target group data) is stored for at most 2 years. Call recordings for calls related to marketing campaigns are stored for 2 years. Data on website visitors is stored for 2 years.

## Profiling and Automated Decision-Making

Profiling refers to automatic processing of personal data which includes for example evaluating or predicting the interests or the behavior of a person. We use profiling for targeting direct marketing and online marketing in order to offer each person products and services that best suit their needs.

We use customer data, data from our partners and from public registries and data provided by the customer themselves for the targeting of direct marketing.

Targeting online advertising is based on online behavior: website visitors can be shown ads related to products and services whose pages they have visited before. You can find more information about cookies from [the cookie policy of Mandatum Life](#).

The profiling done in the context of marketing does not include automated decision-making.

## Rights of the Data Subject

You have the right to access your personal data processed by Mandatum Life, the right to rectification, the right to lodge a complaint with the data protection authorities and depending on the conditions, the right to erasure, the right to the restriction of processing, the right to object to the processing and the right to data portability. You can read more about your rights and about how to use them in [the privacy policy of Mandatum Life](#).

*Last updated on January 27, 2020.*

