

Privacy statement – Donors

1 Data controller	The Finnish Red Cross (FRC) Tehtaankatu 1 A 00140 Helsinki, Finland Phone: +358 20 701 2000
2 Contact information for matters pertaining to personal data processing	The Finnish Red Cross / Data protection Tehtaankatu 1 A 00140 Helsinki, Finland Phone: +358 20 701 2000 tietosuoja@redcross.fi
3 Personal data group	The Finnish Red Cross / Donors
4 The purpose for processing personal data	<p>The purpose for processing personal data is to maintain and improve the relationship of the supporters of the Red Cross with the organisation. Processing the necessary personal data is vital for maintaining the donor relationship, and the basis for processing is the legitimate interest of the controller.</p> <p>The processing of personal data is based on a customer relationship that is established when a donation is made by telephone, SMS, bank transfer, website or mobile, or when a fundraising product is redeemed or purchased. The donor relationship may also be based on a monthly donations agreement.</p> <p>The personal data in the donors' register is used for the following purposes:</p> <ul style="list-style-type: none"> • communication with donors and management of the donor relationship • provision of support and information services to donors • marketing and selling, such as direct marketing, digital marketing, product marketing, requests for donations and invitations to events • market research or opinion polls • donation-related analysis, statistics and profiling • customer call recordings are used to verify service transactions. <p>Communications and marketing</p> <p>The data in the donor register is processed in order to carry out communications and marketing in the form of direct letters, email, SMS and phone calls, for example. You can manage the processing of your personal data by contacting our donor service at lahjoitukset@redcross.fi or by phone +358 20 701 2192.</p>

	<p>Personal data may be processed by third parties for marketing purposes. Third parties may include printing houses or similar cooperation partners that only process data for the purposes of the FRC.</p> <p>Donors' personal data will be retained until over three years have passed from the last donation or product purchase.</p> <p>After the end of their actual purpose of use, the personal data are, as a general rule, pseudonymised, which means that the actual personal data is deleted, but unique identifiers, such as customer or reference numbers, are retained for monitoring and statistical purposes.</p>
<p>5 Data content of the register</p>	<p>The following data on the donors may be processed:</p> <ul style="list-style-type: none"> • identification data <ul style="list-style-type: none"> ○ name ○ gender ○ date of birth ○ contact information: <ul style="list-style-type: none"> ▪ address ▪ telephone number ▪ email address ○ communication language ○ customer number ○ reference number • information related to donating <ul style="list-style-type: none"> ○ donation targets, amounts and dates ○ information related to monthly donations agreements ○ campaign and contact information ○ permission and consent ○ log data ○ payment and transaction data ○ customer service interactions • register data that may be combined with data in the donor register <ul style="list-style-type: none"> ○ member register ○ volunteer and position of trust register ○ Bumerang Keyring Register ○ award register ○ trainer register.
<p>6 Regular data sources</p>	<p>Donor data is collected in connection with donation transactions or monthly donations agreements.</p> <p>Personal data is received and updated according to regulations</p> <ul style="list-style-type: none"> • from donors themselves

	<ul style="list-style-type: none"> • via the Population Information System’s personal data updating service • from purchase address intermediaries following donation transactions • from the registers of telephone companies and other similar public enterprises • via email analytics. <p>The Finnish Red Cross’s online services use cookies and other online analytics, which you can read more about at https://www.redcross.fi/cookie-policy/ .</p>
<p>7 Regular disclosures of data</p>	<p>As a general rule, the personal data contained in the donor register will not be disclosed to outside parties.</p> <p>Personal data are only disclosed to the authorities if required by law, for example for the investigation and prevention of misuse.</p>
<p>8 Transfer of data outside the EU or EEA</p>	<p>The personal data in the register is processed in a system whose maintenance may require data to be transferred to the United States. The transfer is based on an adequate level of data protection guaranteed by Data Privacy Framework certification approved by the European Commission.</p>
<p>9 The principles of securing the register</p>	<p>Personal data processed in physical form: Material that is processed in its physical form is stored and handled in locked and monitored facilities.</p> <p>Digital material: The data is processed in protected systems that may only be accessed by employees whose work role gives them the right to process personal data.</p> <p>The data are also processed in several systems of providers of donation-related services. The data processed in these systems may not necessarily be linked to the Finnish Red Cross’s donor register.</p>
<p>10 The rights of a data subject</p>	<p>Data subjects have the right to:</p> <ul style="list-style-type: none"> • request a copy of their personal data • request that their personal data be amended or deleted, unless applicable data security regulations require that the data be retained • request restrictions on the processing of their personal data or oppose this processing • request that their personal data be transmitted from one system to another, in accordance with applicable data security legislation • refuse, in full or in part, any contact made for the purpose of direct marketing and research • submit a complaint to supervisory authorities.

	<p>Any requests pertaining to checking or correcting data or the right to refuse contact must primarily be made in writing and sent to the email address provided in Section 2 above. The data subject will be asked to provide sufficient information for identifying the data subject and carrying out their request. The Red Cross will send its reply to the data subject's address listed in the Red Cross register.</p>
--	---