

Direct Marketing Register Description

Mandatum Life Insurance Company Limited and Kaleva Mutual Insurance Company continuous direct marketing register	
Register owner	<p>Mandatum Life Insurance Company Limited (Mandatum Life) Business ID 0641130-2 Bulevardi 56, Helsinki, Finland</p> <p>Kaleva Mutual Insurance Company Business ID 0200628-9 Bulevardi 56, Helsinki, Finland</p>
Management of register	<p>Mandatum Life Insurance Company, Dalia Virtanen, tel. +358 010 516 7446</p> <p>Requests for review of collected personal data and direct marketing prohibitions: Customer service, tel. +358 0200 31100</p>
Purpose of processing personal data	<p>The processing of personal data serves the following purposes:</p> <ul style="list-style-type: none"> - marketing and direct marketing of insurance and insurance-related products and services (including targeted offer of services) - direct marketing of services of companies that belong to the same group as the register owners - management of registered persons' contact information - management of direct marketing prohibitions
Registered person groups	<p>Person has or has had the following relationship with the register owner:</p> <ul style="list-style-type: none"> - a customer relationship, an offer or an application for such or a personal contact handled in order to form a customer relationship; - a participation, duty or another right related to a customer relationship entitling the person to a policy, a service or an assignment offered by the register owner; - granted permission for direct marketing through various marketing efforts (e.g., competitions, contact requests, subscriptions to electronic publications).
Disclosure of data	<p>The details will not be disclosed to third parties. Disclosure is possible to authorities when required by law. The personal data may be disclosed to other companies belonging to the same group.</p>
Transfer of personal data outside the EU or the EEA	<p>Data can be transferred outside the European Union (EU) or the European Economic Area (EEA) within the limits set by the Personal Data Act.</p> <p>The register owner shall transfer personal data outside the EU and EEA only to such partners that have guaranteed an adequate level of protection for the data through an agreement or otherwise as required by law. The transferred data is only processed on behalf of the register owner.</p>

Principles of personal data protection	<ol style="list-style-type: none">1. Access to register data is controlled by means of data rights management to ensure that the data is accessed only by persons with the specific right to do so.2. Persons accessing register data are required by law to maintain the confidentiality of the data, and they have signed an agreement of nondisclosure.3. The register resides in a data network, which is separated from public communications networks by means of firewalls.4. Confidential information transmitted through public communications networks is encrypted electronically.5. Paper documents are stored in facilities with restricted access, and their use is monitored with the use of access rights management.
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Data groups and data registered according to the group		
Person group	Data group	Data
	Registered basic data	Name Title or profession, position in company Language Gender City/town of domicile Birth date or age
	Contact information	Home address Street/visiting address Mailing address Telephone number Email addresses
	Customer service control data	Customer service group IDs (codes or status of registered person)
	Communication	Digital messages and letters, Communication subscriptions and cancellations, Marketing opt-out Reacting to digital communications Data on use of Insurance Companies' websites Archive IDs Chat-communication Direct marketing campaigns (campaign IDs and results) Customer feedback
	Customer-specific benefits	Classifications Adjustment dates