

PRIVACY STATEMENT

Date of issue 11/04/2018

Name of the register:	Direct end user registry
Owner of the register:	Viada Oy, Business id: 0931422-5 Haapaniemenkatu 7-9, B 0504642300, viadasales@viada.fi
Contact person in matters regarding the register:	Jukka-Paco Halonen 0503662300, paco@viada.fi
Purpose of processing personal data	For booking, paying, organizing and marketing travel services
Information contained in the register:	Name Address E-mail address Passin numero Syntymä aika Sukupuoli Kansallisuus Vaatetus koko Puhelinnumero Ruoka-aine allergiat
Basis for processing:	Agreement Legal obligation Legitimate interests
Description of the legitimate interests that form the basis for processing:	The legitimate interest is based on the marketing of tourism services to existing customers of Viada Oy unless the customer has specifically refused marketing
Processors of personal data:	Isolta Oy Visma Solutions Oy Facebook Inc. Microsoft Inc. Marketing Gual Vihanto Palvelut Viadan henkilöstö 1and1.com Matkailupalveluitten alihankkija verkosto
Recipients of personal data:	Microsoft Inc.: Office tools and e-mail Tourism services subcontractor network: hotels, transport companies, activity providers, restaurants etc. Visma Solutions Oy: purchase invoicing system Vihanto Services: Accounting purposes Comgate Oy: Customer invoicing Isolta Oy: Customer invoice Facebook Inc.: Whatsapp for communication
Source of information	From the data subject
Is it a necessary requirement to provide personal data and the	Personal data needs to be provided so that travel services can be booked and arranged.

consequences of not providing data	
Period for which the personal data is stored	36 months
Is information from the register transferred outside the EU or EEA	No
Are automatic decisions being made based on the data	No
Right to object:	The Registered user has the right to object to the processing of personal data for direct marketing.
Other rights of the data subject	Right of access to personal data concerning the individual Right to rectification of data Right to erasure of data Right to restrict processing of data
How can the data subject use their rights:	Registered users can exercise their rights by contacting the registrar
Every data subject has the right to lodge a complaint with a single supervisory authority, in particular in the Member State of his or her habitual residence or where he or she is employed permanently or where the alleged infringement of rights has taken place, if the data subject considers that his or her rights under the Data Protection Regulation have been infringed, without this limiting other administrative and judicial redress.	