



DATA FILE DESCRIPTION

1. The controller of the files

Rapala VMC Corporation (“Rapala”)
Tehtaantie 2
FI-17200 Vääksy, FINLAND

Telephone: +358 3 883 920

2. The contact person responsible for file matters

In case any question arises with respect to privacy matters relating to Rapala VMC Corporation please contact the person below.

Ms. Kati Näätänen
Rapala VMC Corporation
Arabiankatu 12
FI-00560 Helsinki, FINLAND

Telephone: +358 9 7562 540
Fax: +358 9 7562 5440

3. Name of the data file

Customer data register related to the www.rapalaworld.com services.

4. The purpose for processing data

The goal is to process data for the:

- (i) provision of the www.rapalaworld.com services and thereto related products to the customer;
- (ii) development and management of the customer relationships;
- (iii) development and management of the www.rapalaworld.com services and thereto related products;
- (iv) provision of the value added services related to the www.rapalaworld.com services and thereto related products;

(v) management of internal and external duties within Rapala, its partners, affiliates and subcontractors to the extent related to the www.rapalaworld.com services and thereto related products; and

(vi) data mining and thereto related actions such as profiling of customer data for the above purposes of Rapala, its partners, affiliates and subcontractors.

5. The information contained in the data files

Rapala takes reasonable steps to keep the personal data we possess accurate and up-to-date and to delete out of date or otherwise incorrect or unnecessary personal data.

The following information may be included in the data files:

- (i) personal data related to the www.rapalaworld.com service and thereto related products;
- (ii) cookie data related to the use of the customer of the www.rapalaworld.com service;
- (iii) log data related to the use of the www.rapalaworld.com service establishing the actions of the customer on the web site, such as, location, time, and user preferences; or
- (iv) combinations of the above data in the form of customer profiles

6. The regular sources of data

The following form part of the regular source of data:

- (i) personal data provided by the user of the Site;
- (ii) cookie information obtained from the client's hard drive that is obtained by Rapala, its partners, affiliates and subcontractors;
- (iii) log data obtained by Rapala, its partners, affiliates and subcontractors by monitoring the use of the information system related to the www.rapalaworld.com service;
- (iv) entities within Rapala, its partners, affiliates and subcontractors providing services, products and value added services related to the www.rapalaworld.com service;
- (v) entities within Rapala, its partners, affiliates and subcontractors providing logistic services such as billing, shipping etc.

7. The transfer of data outside the EU and/or EEA

The personal data will be transferred to entities within Rapala, its partners, affiliates and subcontractors some of which are located outside the EU and the EEA for the purposes defined above. The personal data may also be transferred to the United States of America.

Also some of the servers used for the provision of the www.rapalaworld.com service may be located outside the EU or the EEA.

8. The principles for protecting the data files

The data file is protected with passwords and the general principles of data protection related to the information systems of Rapala, its partners, affiliates and subcontractors such as firewalls. Only pre-designated employees of Rapala, its partners, affiliates and subcontractors have access to the personal data contained in the data file.

Please visit Rapala VMC Corporation's [Privacy Statement website](#) for more information on your rights in relation to privacy.