
Privacy Policy

Purpose for the processing of personal data

The purposes for the processing of personal data include: the management of customer relationships; the realization of the rights and obligations of the customer and the controller; the processing of personal data in accordance with the Personal Data Protection Act with regards to online services; research activities; and, steering the advertising and/or direct marketing of the controller and/or its partners on the basis of personal data via the controller's media channels and services without disclosing any personal data to an external party.

Content of the register for marketing

The register may contain the following information:

- ✓ *Name*
- ✓ *e-mail address*
- ✓ *Mobile phone number and/ or other telephone number*
- ✓ *Name of the organization and position in the organization*
- ✓ *Address of the individual/ organization*
- ✓ *Access log*

Marketing automation and profiling

FAST CoEE webpage/site may run a marketing automation system that is used to:

- ✓ *improving general user experience of FAST CoEE web services, e.g. highlighting services that are of highest importance to the visitor;*
- ✓ *fine-tuning our program finder functionalities;*
- ✓ *creating target segments for direct marketing campaigns, where profiling helps FAST CoEE suggest services that meet customer needs.*

FAST CoEE may set a cookie to learn how visitors consume content in all its digital services. Visitor's person stays anonymous to FAST CoEE until...

- a) *Visitor fills in contact information on some webform*

The user's personal information may be linked to the cookie when reveals ones person by filling in a webform, e.g. application/registration, request for information or newsletter subscription. The information given is stored in FAST CoEE marketing or customer register.

- b) *Visitor arrives at the website from an email marketing message sent by FAST CoEE*

The user's personal information may be linked to the cookie when the user arrives at the website via an email marketing message sent by FAST CoEE. The sources for e-mail marketing messages are FAST CoEE's marketing or customer register. A user whose cookie is linked to personal data can receive email marketing that is personalized based on his/her website visitor history.