

Entteri Professional Software Oy

Privacy Notice

Personal data in Customer Relationship Management

OUR PRIVACY COMMITMENT

We are committed to protecting your privacy at Entteri.

We respect your rights as a data subject. We keep you informed about our data protection practices and the purpose and legal basis of data processing when we obtain your personal data. We retain your personal data only for as long as necessary.

We share your personal data only with appropriate and authorized third parties who also respect our privacy practices. We always use appropriate transfer mechanisms and safeguards when processing and transferring personal data.

In the course of our business, we collect and process personal data of our customers, business partners and other healthcare professionals. We use this data for developing a professional relationship with healthcare professionals and for providing services to them.

ENTTERI PRIVACY NOTICE

This privacy notice explains how we collect, manage and protect your personal data at Entteri. This privacy notice is addressed to healthcare professionals and other contact persons of our prospective, existing, and former clients.

This privacy notice describes how we at Entteri processes personal data when acting as a data controller.

PURPOSES OF PROCESSING AND LEGAL BASIS

In the course of our business, we collect and process personal data of our prospective, present and former customers, business partners and other healthcare professionals with whom we have a business relationship.

We also process personal data of our potential customers, e.g. when healthcare professionals attend our events or trainings.

We use this information for customer relationship management and other purposes connected with our services. These purposes depend on the capacity in which you interact with us.

The main purposes for collecting and processing personal data at Entteri are:

- Seeking potential customers and developing customer relationships
- Carrying out marketing activities related to our products and services
- Providing services, products and consultation to our customers including both on-site and remote technical service and support, as well as software trainings
- Communicating with our current and prospective customers via e.g. newsletters, customer feedback surveys, and events;

- Developing a professional relationship with healthcare professionals; seeking potential customers and developing a customer relationship
- Conducting market studies and research
- Promoting innovation of Entteri products and services
- Administrative purposes such as planning and developing Entteri business operations.

We only process personal data if we have a legal basis to do so. The legal basis depends on the personal data concerned and the specific context in which we process it.

This means that we collect and process personal data

- For performance of a contract when you have made an agreement with us or with an Entteri distributor or are considering to do so
- When we have a legitimate interest such as a business or commercial reason to process personal data; these reasons might include e.g. management and development of customer relationship or business operations as the legitimate interest of Entteri,
- For compliance with our legal or statutory obligations,
- When you have given us your prior consent to process personal data.

CATEGORIES OF PERSONAL DATA WE PROCESS

The data we process will depend on the nature of our relationship with you. We typically process categories of personal data such as:

- General contact and other information such as your name, e-mail, and other contact details
- Company information and information on the function and title of contact persons of our clients
- Data related to the customer relationship and contractual relationship, such as information related to our services, products, orders, and transactions, and information related to providing and administering our products and services;
- Data related to customer interaction, e.g. customer contacts and demo requests via our website or data related to events and trainings organized by Entteri
- Data related to events and trainings organized by us or other associated parties
- Data related to any online accounts on our online stores, extranets or other online services
- Data collected from the use of our websites or other online services (e.g. cookies)

This data might be directly provided by you, or it might be collected from our distributors, or other third parties. The data we collect from you comes from a variety of sources, such as when you contact us, purchase our products or services, or take part in our events.

RETENTION PERIOD

We will only retain your personal data for as long as necessary to fulfil purposes described in this Privacy Notice and to comply with mandatory legislation (e.g. accounting requirements). As a general rule, we

process relevant personal data for the duration of the customer relationship and for a predefined period after the relationship ends.

We aim to make sure that personal data we process is up to date and correct. In some circumstances we may anonymize personal data for e.g. statistical purposes.

DATA TRANSFERS AND PROCESSING OUTSIDE THE EU/EEA

Entteri is part of Planmeca group. Planmeca is a global company and due to technical and operational requirements we might process personal data outside the EU and/or the European Economic Area. If we transfer data outside the EU/EEA, the transfer will be carried out in accordance with appropriate transfer mechanisms such as standard contractual clauses.

Entteri may share personal data with other Planmeca group companies and regional suppliers. In some cases, Entteri may also share personal data with appropriate and authorized recipients e.g. our distributors, suppliers or other third parties when providing services for you. We may also transfer personal data to our subcontractors that process data on our behalf for e.g. IT development, hosting and support. We may also share your information with government authorities if required to do so by a legal or statutory requirement.

SECURITY OF PROCESSING

We maintain appropriate and adequate organizational, technical and physical safeguards designed to protect against unlawful or unauthorized destruction, loss, alteration, use or disclosure of, or access to, the personal information provided to us. Only authorized persons have access to the personal data we maintain, and the access is on a strict 'need-to-know' basis. We require all employees who have access to any personal data to handle it strictly confidential.

YOUR DATA PROTECTION RIGHTS

In accordance with the applicable data protection legislation, you may have the right to

- request access to the personal data we hold about you,
- request that we rectify any inaccuracies in the personal data we hold about you,
- withdraw your consent at any time if the processing of personal data is based on consent
- in some circumstances, to request the transfer of your personal data to another party
- in some circumstances, to request erasure or restriction of processing or to object to processing. You might also have the right to object to the use of personal data for marketing purposes.

If you would like to exercise any of the rights listed above, you can submit your request to us by email dpo@entteri.fi.

You have the right to complain to your local data protection authority if you're unhappy with our data protection practices.

OUR CONTACT DETAILS

If you have questions about data protection at Entteri or if you need any further information, please contact us at:

Entteri Data Protection Officer

dpo@entteri.fi

Planmeca Data Protection Officer

dpo@planmeca.com

CHANGES TO OUR PRIVACY NOTICE

We may update this privacy notice when necessary to reflect changes to our data protection practices. This notice was updated on 4.8.2021.