RUSLANIA BOOKS OY'S CUSTOMER REGISTER

Privacy statement

Updated 7.5.2020

1. Registrar
Ruslania Books Oy (0645278-8) Kuortaneenkatu 3 D, 00520 Helsinki

2. Person responsible for the register
Andreas Agopov Email: andreas.agopov@ruslania.com

3. The name of the register
Ruslania Books Oy Customer Register

4. Purpose of processing personal data

Personal data stored in the register will be used:
for
• customer relationship management and maintenance
• carrying out of the service
• proofing of customer transactions
• customer service and business development
• marketing
• segmentation
• business analysis and statistics as well as
• for other similar purposes.

5. Information content of the register

The registry may contain the following information:

• private user information such as name, address, language, date of birth, email address, telephone number
• business user basic information such as company name, address, business ID, contact name, email address, phone number
• customer relationship information such as billing information, product information, order information, customer feedback, cancellation information, usage information, such as search and paging information, and information related to the implementation of communications such as identification data
• license information and bans, such as direct marketing permits and bans
• segmentation and interest information that may be provided by a registered person
• transaction and user analysis data
• as well as any other data collected with the consent of the registered person
6. Regular sources of information

Regulated information is obtained on a regular basis:

• from a registered person by phone, internet, e-mail or other similar means

• by e-mail from companies that distribute subscription order to newspapers and magazines (print and digital)

7. Cookies

The Ruslania.com webstore uses cookies.

8. Regular disclosure of data and transfer of data outside the EU or the European Economic Area

Disclosure to third parties

E-mail address information may be disclosed according to Ruslania's order to direct marketing companies for updating the Ruslania’s register or performing the Ruslania’s advertising campaign mailing, inside and outside the EU or the European Economic Area.

Address information may be disclosed according to Ruslania's order to companies for dispatching Ruslania’s advertising campaign mailing and for dispatching Ruslania’s subscription orders, inside and outside the EU or the European Economic Area.

Reliability of these third parties and a high level of security are ensured. Ruslania does not disclose name and address details to third parties for purposes other than the above.

9. Rights of the Registered

Right of review and correction

The registered person has the right to check the information stored in the register. Contact information on the right of review must be made in writing and signed at the address mentioned in point 1.

If there is an error in the registered data, the registrar may submit a request for correction of the error to the person responsible for the register mentioned in point 2.

Right of Refusal

The registered person has the right to deny the registrar the processing of information about himself concerning direct mail, direct marketing as well as market and opinion polls, as well as personal identity.

In the case of denials, a registered person may be contacted by post to:
Ruslania Books Ltd, Kuortaneenkatu 3 D, 00520 Helsinki, Finland
10. Principles of registry protection

Our records are stored in electronic format. The use of the data system is only made possible to employees who are entitled to handle customer data on the registrar’s behalf. Each user has their own username and password in the system. Movements in work spaces are monitored by key passes. Information is collected in databases protected by firewalls, passwords and other technical means.

11. Storage time

Registered data is kept in the register for the duration of the customer relationship.