

Data protection policy

The EU General Data Protection Regulation (GDPR, 679/2016)
Personal Data Act (523/1999), sections 10 and 24

Updated 8 February 2024

Data controller and contact information

Ravelast Oy, Tuppitie 10, FI-90820 Kello, Finland.
Business ID: 2023104-1
Email: ravelast.oy@ravelast.com
Telephone: +358 10 235 3480

Register names

Customer register
Supplier register

Purpose and legal basis of processing personal data

We collect personal data primarily from you directly if you are our customer, a potential customer, or our supplier. You may provide us personal data by contacting us, buying our products or services, subscribing to our newsletters or other materials, commenting on the content on our website, downloading materials from us, or visiting our website. In some cases, we will obtain your personal data from your employer or from public sources, such as social media or homepages.

Data content in the register

Customer and supplier registers:

Identifying and contact information: these include e.g. your name, company, title, occupation, email address, phone number.

Information about the customer relationship: this includes e.g. data about previous purchases of products and services, invoice information, products, other relevant information provided, and the free-form text you have typed in the survey and feedback forms on our website.

Information about ways to use our website: We use cookies and trackers to collect information about how you use our web pages and open any marketing emails we may send.

Such information includes e.g. which Ravelast web pages you have visited, how long you stayed and which parts you clicked on, and your IP address.

More information about the use of cookies is available in our cookie policy.

Purpose and legal basis of processing personal data

We process the personal data of our existing and potential customers for the following purposes:

- sales and delivery of our products and services
- management of invoices and payments
- offering customer support
- development of our products and services
- customer communication, such as notifications of new features, updates and warranties plus other essential information of the product or service sold
- customer relationship management
- marketing of our products and services
- measuring our marketing efficiency and sending content that is more suitable for the data subject
- delivery of newsletters and other materials to subscribers
- fulfilment of other legal obligations.
- securing and optimising the use of the website.

We only process your personal data if we have a valid legal basis to do so, as described below.

Legitimate interest

Processing your personal data is based on our legitimate interest when the processing is done for the purpose of marketing, selling and developing our products and services, or for customer relationship management, customer communication, or the arrangement of trade fair events. Our legitimate interest also includes measuring the efficiency of our marketing, delivering our products and services, offering our digital services, providing customer support related to the products and services sold, and managing invoices and payments. Securing and optimising our website, developing our products and services, and marketing our products and services to the data subject are also in our legitimate interest.

Consent

We will send our newsletter and other materials to you once you have given your consent for receiving them. You may withdraw your consent for receiving newsletters and other materials via the link in the email messages.