

PRIVACY NOTICE

Ramirent Oy (hereinafter "Ramirent", "we", "us" or "our") respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we collect, process and share your personal data and will tell you about your privacy rights in connection with your customer or business relationship with Ramirent.

This policy applies to the processing of personal data of our customers, suppliers or other business partners, or their representatives.

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1. WHO IS THE DATA CONTROLLER?

The data controller for the processing described in this policy is:

Ramirent Oy

Business ID: 0977135-4

Visiting address: Tapulikaupungintie 37, 00750 Helsinki

Postal address: POB 31, FI-00751 Helsinki

Email: privacy@ramirent.com

If you have questions regarding this privacy notice, please contact us by email at privacy@ramirent.com.

If you visit our pages, communicate, or otherwise interact with us on social medias such as Facebook and Instagram or other platforms, please make sure to consult the specific privacy notice presented on such social medias or platforms. You should be aware that sometimes we may have a joint controllership with the publisher of the social media or platform in question.

2. INFORMATION WE COLLECT AND HOW WE COLLECT IT

In the following, we will tell you which types of personal data we may collect about you and how we collect it. In section 3 we have a table explaining the purposes for which we process your personal data and the lawful bases we rely on.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- A. **Identity Data** includes your full name, date of birth, customer number, details of your organisation, and the personal details of a guardian of a customer who is a minor.
- B. **Contact Data** includes email address, fax and/or telephone number, and address.
- C. **Customer/Supplier Data** includes orders made or services used by you (including renting our equipment), our individual contacts with you (such as phone conversations), discussions and contract negotiations, your preferences, feedback and survey responses, your participation in competitions, activity on our website and social media platforms such as Facebook, and demographic data.
- D. **Purchase Information** includes the products and services you have purchased from us or we have purchased from you, details of agreements between you and us, the payments we make to you or you make to us. If you are a subscription customer, or if you apply to pay in instalments, we will also process information about your contract with the financial institution that financed your purchase, your banking details and other financial information, including credit rating information.
- E. **Technical Data** includes IP address, your login data, browser type and version, application version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
- F. **Usage Data** includes information about how you use and interact with our website, products and services, as well as our social medias such as Facebook.
- G. **Marketing and Communications Data** includes your preferences in receiving marketing from us and our partners and your communication preferences.
- H. **Camera recordings** include camera surveillance recordings of some areas of our premises.

In most situations the information is collected directly from you when you visit our stores or websites or interact with us on social medias, rent or purchase our products and services, request marketing from us or otherwise communicate with us (for example, through our website forms or customer service). We may also collect personal data from external sources, such as publicly available directories. If you apply for payment in instalments, we may obtain information from publicly available credit rating databases and agencies.

If you are our supplier's representative, in most situations, the information is collected directly from you when you interact with us representing your organisation and when negotiating and closing commercial contracts. We may also collect information from your employer.

As you interact with our website or services, we may automatically collect Technical Data and Usage Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and similar technologies. For more information on how we use cookies on our website, please refer to our separate cookie policy. Information on your interests may be received from commercial data providers or market research agencies.

3. THE PURPOSES AND THE LAWFUL BASES

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- i. Where we need to perform a contract, we are about to enter into or have entered into with you cf. GDPR Article 6 (1) (b).
- ii. Where you have provided your consent cf. GDPR Article 6 (1) (a) or Article 9 (2) (a).
- iii. Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests cf. GDPR Article 6 (1) (f).
- iv. Where we need to comply with a legal or regulatory obligation cf. Article 6(1)(c) GDPR.

We have set out below a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To manage and perform the contract with you including: <ul style="list-style-type: none"> • to register you or your organization as new customer/supplier • to allow you to purchase our products and services, • to negotiate, enter into, and terminate commercial contracts with your organisation, • to purchase and receive products and services from your organisation, • to establish subscription agreement, including performing a credit rating • to order and deliver our products and services to you • to manage and collect payments • to administer public grants and insurance coverage you are entitled to 	(A) Identity data (B) Contact data (C) Customer/Supplier data (D) Purchase information (G) Marketing and communications data	Performance of a contract with you or to take steps at the request of you prior to entering a contract. Compliance with a legal obligation (Bookkeeping, Accounting and Tax)

<ul style="list-style-type: none"> to entitle you to customer advantages, provide customer service and support, including administration of complaints and generally, to comply with our obligations and exercise our rights under agreements entered into with you. 		
To analyse and improve our business procedures and practices	(A) Identity data (B) Contact data (D) Purchase information	Necessary for our legitimate interest to analyse and improve our business, including our products and services
To enable you to access and interact with our website	(E) Technical data	Necessary for our legitimate interest to provide you access to our website.
To enable you to communicate with us on the website, in e-mail, via social medias or otherwise, and to allow you to participate in competitions and surveys	(A) Identity data (B) Contact data (G) Marketing and Communications data	Necessary for our legitimate interest to communicate with you and to enable you to participate in competitions and surveys at your own discretion
To send you newsletters or other marketing	(A) Identity data (B) Contact data (G) Marketing and Communications data	Necessary for our legitimate interests to send you relevant marketing. We will only send you marketing by e-mail or other means of electronic communication if you have given us your consent, or we are otherwise allowed to under the Act on Electronic Communications Services.
To administer and protect our business and website (including troubleshooting, data analysis, testing and system maintenance)	(A) Identity data (B) Contact data (E) Technical data (F) Usage data	Necessary for our legitimate interests for running our business, provision of administration and IT services, network security and to prevent fraud
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.	(A) Identity data (B) Contact data (C) Customer/Supplier data (D) Purchase information (E) Technical data (G) Marketing and Communications	Necessary for our legitimate interests to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to improve our marketing strategy. We will only apply cookies – other than strictly necessary technical cookies - if you have provided your consent.

<p>To deliver relevant and targeted marketing, advertisements and website content, on our and third-party sites, to you and measure or understand the effectiveness of the advertising we serve to you.</p>	<p>(A) Identity data (B) Contact data (C) Customer/Supplier data (E) Technical data (G) Marketing and Communications data</p>	<p>Necessary for our legitimate interests to decide our marketing strategy and to target our marketing communication to you to fit with your preferences.</p> <p>We will only apply cookies – other than strictly necessary technical cookies - if you have provided your consent.</p> <p>We will only use your health information for targeted marketing if you have provided your consent.</p>
<p>Camera recordings</p>	<p>(H) Camera recordings</p>	<p>Necessary for our legitimate interests to ensure safety for our employees and customers and for crime prevention and detection purposes</p>

Where we have referred to our legitimate interest as the legal basis for the processing of personal data specified above, we have conducted a balancing test. The purpose of the balancing test is to ensure that our interest is not overridden by your interests or fundamental rights and freedoms. If you wish to receive more information on the balancing test, please contact us by email at the address specified above in Section 1 if you wish to receive more information on the balancing test.

4. SHARING OF COLLECTED DATA

We may disclose your personal data within the Ramirent group where required for the above specified purposes. We base this processing on our legitimate interest to transmit personal data within the Ramirent group for internal administrative purposes, such as for the purposes of using centralized IT systems and alignment of business operations and strategies.

We may disclose personal data to third parties:

- when it is necessary for the purposes listed in Section 3
- when required by law we may disclose your personal data to public authorities such as tax authorities and law enforcement authorities
- when it is necessary for our suppliers to manufacture products ordered by you
- when you are entitled to public grant, insurance coverage or subsidies from your employer we may share such data which are required for such grant, coverage or subsidies with public authorities, insurance companies and your employer
- when you make payments on our website, your payment is administered by a payment service provider acting as an independent controller
- when you are a subscription customer, or apply for payment in instalments, we may transfer our right to receive payment to and share relevant personal data with the financial institution that are financing your purchase of our products and services and administering your payments.
- On our website, cookies may be set and data collected or transferred to third parties. Please make sure to consult our cookie policy and cookie settings available at the website to find information of these third parties and the purposes for which data is collected. We will only apply cookies – other than strictly necessary technical cookies - if you have provided your consent.
- We may assign your personal data, to any person or entity that acquires all or substantially all of our business, stock or assets, or with whom we merge.
- when we believe in good faith that disclosure is necessary to establish or exercise our legal rights or defend against legal claims, protect your safety or the safety of others, investigate fraud, or respond to a government request.

We share information, including personal data, with our trusted third-party service providers that we use to provide services to us and process your data on our behalf and under our instruction, e.g. hosting of data and maintenance IT-systems, administration of sales on our website, communication, planning and displaying marketing, administration of our interests at social medias, customer support and service, payment processing, delivery of products to you, analytics and other services for us. These third-party service providers may have access to or process your personal data for the purpose of providing these services for us. We do not permit our third-party service providers to use the personal information that we share with them for any other purpose than in connection with the services they provide to us. We have entered into data processor agreements with our data processors.

5. TRANSFERS TO THIRD COUNTRIES

We do not transfer your personal data outside the EU or the European Economic Area.

6. DATA RETENTION

We retain the personal data we collect where we have an ongoing legitimate need to do so for the purposes set out in Section 3. When we have no ongoing legitimate need to process your personal information, we will either delete or anonymise any collected personal data.

If the purpose specified in Section 3 no longer exists, your data will be deleted or anonymised without delay. If you have consented to receive marketing, we will retain proof of your consent for 2 years after the last time we relied on your consent to send marketing. We will stop sending you e-marketing when you withdraw your consent.

Camera recordings are deleted when they are no longer necessary for the purpose of camera surveillance and at the latest 3 months after the recording was made. If we need the recording for a purpose specified in the Act of Protection of Privacy in Working Life (759/2004), the recordings may be kept until such purpose is fulfilled.

Data may be only retained for a longer period than specified above if we are legally obliged to do so, or if retention is necessary to establish, exercise or defend legal claims. For example, we keep accounting related documents for 6 or even 10 years.

7. HOW TO EXERCISE YOUR DATA PROTECTION RIGHTS

You have certain choices available to you when it comes to your personal information. Below is a summary of those choices, how to exercise them and any limitations.

Under certain circumstances, you have the following rights:

- **Right to request access to your personal data.** This enables you to receive a copy of the personal data we hold about you and to check that we are processing the data lawfully.
- **Right to request rectification** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected. Please note that the law may prohibit that we delete entries in certain cases, for example medical records.
- **Right to request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us to continue processing it.
- **Right to object to processing** of your personal data where we are relying on our legitimate interest (or that of a third party) as a legal basis for processing and there is something about your particular situation which makes you want to object to processing. You have the right to object where we are processing your personal information for direct marketing purposes.
- **Right to request the restriction of processing** of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish accuracy of the data or the reason for processing the data.
- **Right to request that we transmit** your personal data to another party (also known as data portability).

- Where our processing is solely based on your specific consent, **the right to withdraw your consent** at any time. Such withdrawal will not affect the lawfulness of processing based on consent before its withdrawal.

If you wish to exercise any of the data protection rights that are available to you, please send your request to us by email at the address specified above in Section 1 and we will action your request in accordance with applicable data protection laws.

You have the right to complain to your local data protection authority if you are unhappy with our data protection practices. To find your local data protection authority [Our Members | European Data Protection Board \(europa.eu\)](#)

8. CHANGES TO THIS PRIVACY POLICY

This privacy policy may be updated from time to time to reflect changing legal, regulatory, or operational requirements. If we make any changes to this Policy, we will let you know it on our website at www.ramirent.com/privacy where you will also find the latest version of this policy. We encourage you to periodically consult our website for the latest information on our privacy practices.