



PRIVACY POLICY FOR DIGITAL COMMUNICATION

DATA CONTROLLER AND CONTACT PERSON

Medipol Ltd. (hereinafter referred to as "City Clinic")

CEO: Piotr Sikorski

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00100 HELSINKI

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Contact Person: City Clinic Communications Officer

REGISTER NAME

City Clinic's digital communication customer register

PURPOSE OF PROCESSING PERSONAL DATA

The primary basis for processing personal data is the customer relationship between the customer and City Clinic, customer consent, or another legitimate connection. Personal data in the customer register for digital communication is processed for the following purposes:

- Development of customer service
- Planning, implementation, personalization, and evaluation of communication
- Development of City Clinic's business

Personal data is processed in accordance with the provisions of the law.

City Clinic uses cookies in its digital marketing communication. Users can withdraw their consent to the use of cookies at any time by deleting their browser's cookie history.

General requirement for processing personal data: Section 8 of the Personal Data Act.

REGISTER INFORMATION

The following information regarding the registered individuals may be processed in the register:

- Customer's name and postal address
- Email address
- Phone number
- Start and end date and method of the customer relationship and/or relevant connection

- Direct marketing permissions and restrictions
- Information regarding the subscription to newsletters and text messages
- Technical information sent by the registered individual's browser to the data controller's server (e.g., IP address, browser, browser version, page from which the registered individual has accessed our website), as well as cookies sent to the registered individual's browser and related information
- Marketing activities targeted towards the registered individual

REGULAR DATA SOURCES

Personal data concerning the registered individuals is collected directly from the individuals themselves during online purchases, customer visits, and newsletter subscriptions. Contact requests or image consultation requests received through the website are not used in digital communication. Data protection and security matters regarding the aforementioned requests are addressed in the patient record register's privacy policy.

COOKIES

Third parties (such as Fonecta, Facebook, Sanoma, or Google) may use cookies, web beacons, and other tracking technologies to collect and receive information about the behavior of users on City Clinic's digital channels and use this information to provide analytics services and targeted advertising.

Cookies can collect information such as the page you came from, which pages of our website you have visited and when, the browser you are using, your screen resolution and operating system, as well as your computer's IP address (i.e., the Internet address from which the data you sent is coming from and where it is received).

By using cookie data, City Clinic and its partners can track and analyze website visitor numbers and improve the website to better serve visitors. Additionally, City Clinic's partners may use cookies to gather information about the visitor's visits to this and other websites for targeted advertising purposes. The information collected through cookies is used to generate targeted advertising based on the visitor's interests. In targeted advertising using cookies, the visitor is not identified, and the information is not linked to any personal data obtained from the visitor in any other context.

Users of City Clinic's digital content can choose to opt out of the collection and use of data necessary for targeted advertising.

For more information, visit: <http://www.youronlinechoices.com/fi/>

REGULAR DISCLOSURES OF INFORMATION

The name, address, phone number, or email address information from City Clinic's digital communication customer register is not routinely disclosed. Name and contact information is

also not transferred outside the territory of the European Union member states or the European Economic Area.

REGISTER SECURITY

Manual records are kept in a locked room accessible only to authorized personnel. Access rights are granted at different levels, and each user is given sufficient but as restricted access as possible for the performance of their duties.

Digital records can only be accessed by authorized employees using their personal username and password. Access rights are granted at different levels, and each user is given sufficient but as restricted access as possible for the performance of their duties.

RIGHT OF INSPECTION

The registered individual has the right to inspect the following:

- The information stored in City Clinic's digital communication customer register concerning them
- Where the information has been stored
- The basis on which the information has been stored
- Who has access to the information

For any inquiries regarding the processing of personal data and exercising one's rights, the registered individual should contact the City Clinic Communications Officer. Contact can be made:

- Electronically using the contact form at the bottom of this page
- By mail, sending questions and requests to: City Clinic Communications Officer, Aleksanterinkatu 21 A, 00100 HELSINKI

The registered individual's identity may need to be verified before taking further action if necessary.

City Clinic is legally obligated to provide the information within one month from the date the registered individual has inquired about their information.

The right to inspect the information once a year is free of charge.

RIGHT TO REQUEST CORRECTION OF INFORMATION

If the registered individual has registered for City Clinic's online store, they can update their basic information through their online store account. To the extent that the registered individual or user can take action themselves, upon becoming aware of an error or receiving information about an error, they must promptly, without undue delay, correct, delete, or supplement any erroneous, unnecessary, incomplete, or outdated information in the register. If the registered individual is unable to correct the information themselves, a request for correction can be made:

- Electronically using the contact form on the website
- By mail, sending the correction request to: City Clinic Communications Officer, Aleksanterinkatu 21 A, 00100 HELSINKI

The registered individual's identity may need to be verified before taking further action if necessary.

OTHER RIGHTS

The registered individual has the right to lodge a complaint with the competent supervisory authority if the data controller has not complied with applicable data protection regulations in their operations. If personal data is processed based on the registered individual's consent, they have the right to withdraw their consent by notifying the City Clinic Communications Officer:

- Electronically using the contact form at the bottom of this page
- By mail, addressing the notification to: City Clinic Communications Officer, Aleksanterinkatu 21 A, 00100 HELSINKI