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## PRIVACY POLICY

LAST UPDATED: 30.5.2018

Baltic Yachts respects your right to privacy. This Privacy Notice explains who we are, how we collect, share and use personal information about you, and how you can exercise your privacy rights. If you have any questions or concerns about our use of your personal information, please contact us at [dataprotection@balticyachst.fi](mailto:dataprotection@balticyachst.fi).

### WHAT DOES BALTIC YACHTS DO?

Baltic Yachts is the world's leading boatbuilding yard specialising in high performance advanced composite yachts custom made to meet customers' needs through design, performance and technical innovation. We specialise in sailing and motor yachts up to 200ft + and offer comprehensive service and refit worldwide.

### PERSONAL DATA WE COLLECT

Baltic Yachts collects data to operate effectively and provide you with the best experience from our products and services.

Some of this data will have been provided directly by our customers, suppliers, subcontractors and digital newsletter subscribers, by subscription to a mailing list, purchasing or enquiring about a product or service, submitting an enquiry relating to our yachts, registering for an event or contacting us for support. You have choices about the data we collect. When you are asked to provide personal data you may decline.

The data we collect can include the following:

**Name and contact details:** We collect your first and last name, email address, postal address, phone number, company name, job title, and similar other contact data.

**Demographic data:** We collect other data about you such as your date of birth and country of birth.

This data is collected to enable us constantly to improve our service and products, whilst ensuring that you are only sent the information that you want and like to engage with. We also collect the information you agree to share with us, such as feedback and market research, or questions and information you provide for customer service.

### HOW WE USE YOUR DATA

Baltic Yachts uses the data we collect to operate our business and provide you with the products and services we offer, which includes using data to improve our products and services and personalise your experiences.



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Baltic Yachts uses the data we collect for two basic purposes, described in more detail below: to operate our business and provide the products we offer and to send communications about our products and events.

**Business operations.** We use data to aggregate analysis and business intelligence that enables us to operate, protect, make informed decisions and report on the performance of our business.

**Communications.** We use data we collect to communicate with you and personalise our communications with you. Additionally, you can sign up to newsletter subscriptions and choose whether you would like to receive promotional and marketing communications from Baltic Yachts.

If data sharing is specifically forbidden in the terms of a contract, data will not be shared with any third party. Where data sharing is permitted, we may disclose your personal information to our suppliers and subcontractors to complete any transaction or provide any product or information you have requested or authorised. In such cases, these companies must abide by our data privacy and security requirements and are not allowed to use personal data they receive from us for any other purpose.

#### HOW DOES BALTIC YACHTS KEEP MY PERSONAL INFORMATION SECURE?

We use appropriate technical and organisational measures to protect the personal information that we collect and process about you. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information. Baltic Yachts keeps the collected data until further notice or if you opt to request a deletion of your data.

#### YOUR DATA PROTECTION RIGHTS

You have the following data protection rights:

If you wish to **access, correct, update or request deletion** of your personal information, you can do so at any time by contacting us using the contact details or emailing [dataprotection@balticyachts.fi](mailto:dataprotection@balticyachts.fi).

You have the right to **opt-out of marketing communications** we send you at any time. You can exercise this right by clicking on the “unsubscribe” link in the marketing e-mails we send you.

Similarly, if we have collected and processed your personal information with your consent, then you can **withdraw your consent** at any time.

You have the right to **complain to a data protection authority** about our collection and use of your personal information. For more information, please contact your local data protection authority.

#### UPDATES TO THIS PRIVACY POLICY

We may update this Privacy Notice from time to time in response to changing legal, technical or business developments. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material Privacy Notice changes if and where this is required by applicable data protection laws.



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## HOW TO CONTACT US

If you have any questions or concerns about our use of your personal information, please contact our Data Protection Officer, Kenneth Holmgård at [dataprotection@balticyachts.fi](mailto:dataprotection@balticyachts.fi). The data controller of your personal information is Baltic Yachts Oy Ab Ltd, located at Alholmsvägen 78, 68600 Jakobstad Finland.