

Data Protection Description for Marketing Personal Data

Data subjects

Representatives of Pöyry PLC's and its affiliates' ("Pöyry") potential client contacts. Potential client contacts are those persons who Pöyry has so far not had any business relationship with e.g. no proposals sent or projects completed with that person or with the Company that that person represents.

Data content

Data content that is processed is listed below.

Contact Name, Phone number, E-mail address, Employer, Country, Position in Contact organisation, Title, Food allergies / diet, Browsing history at selected Pöyry websites and responses to email communication, Brief notes about sales-related meetings and phone calls with Pöyry person, Lead score – how active the Contact is with interacting with Pöyry, Lead source – how Contact arrived at Pöyry's website, Association with marketing campaigns – events, newsletters and services, Direct marketing denied - global unsubscribe (Y/N), Email subscription record and details, chat content – internal communication regarding the contact.

Purpose of processing

Marketing data is collected for the business purpose to build a client relationship and to improve the customer experience. The legal purpose for processing the data is Pöyry's legitimate interest. Pöyry has evaluated that it will not violate individuals' rights to collect this data. The kept data does not include sensitive data as defined by the EU's General Data Protection Regulation.

Transfer of data

Data is transferred within Pöyry. Data is also transferred to external subconsultants and vendors (such as Pöyry's CRM system provider) when they process personal data on behalf of Pöyry. All data transfers are covered by agreements as required by law.

Pöyry is present in the following countries: Armenia, Australia, Austria, Brazil, Cambodia, Canada, Chile, China, Czech Republic, Finland, France, Georgia, Germany, Hungary, India, Indonesia, Italy, Jordan, Laos, Malaysia, Mexico, New Zealand, Nigeria, Norway, Peru, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Tajikistan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States, Uruguay, Vietnam.

Pöyry may also provide its services in other countries in which case the personal data is transferred to those countries strictly on a need to know basis. The data security and privacy are always taken into account in international transfers.

Transfer of data outside EU

Data is transferred in systems used within Pöyry also outside EU/EEA as described above. EU Commission standard contractual clauses are used to ensure safe international transfer of personal data.

Retention period

Pöyry erases the personal data if two years have passed without any contact between Pöyry and the individual or without the individual responding to Pöyry's messaging. Furthermore, Pöyry stores only the data which is needed for business reasons and Pöyry has established processes to regularly remove the information which is not needed e.g. dietary requests collected for a seminar will be deleted after the seminar is held.

Rights of individuals

The right of access

An individual may access his/her data by submitting a detailed request via email to privacy@poyry.com.

The right to rectification

An individual may rectify his/her data by submitting a detailed request to privacy@poyry.com and he/she should do this if Pöyry holds inaccurate data regarding him/her.

The right to erasure

An individual may ask to erase his/her data by submitting a detailed request to privacy@poyry.com.

The individual may ask to erase his/her data if:

- the data is no longer needed for its original purpose and no new legal purpose exists;
- the processing is based on the individual's consent and the individual withdraws the consent;
- the individual objects the processing, and Pöyry has no overriding grounds for continuing the processing;
- the data has been processed unlawfully; or
- erasure is necessary for compliance with EU law or the national law of the relevant Member State.

The right to restrict processing

An individual may ask to restrict the processing of his/her data by submitting a detailed request to privacy@poyry.com.

The individual may ask to restrict the processing of his/her data if:

- the individual contests the accuracy of the personal data;
- the data is processed based on legitimate interest of Pöyry;
- he/she thinks that the processing is unlawful; or
- Pöyry no longer needs the personal data but the individual requires the data to establish, exercise or defend a legal claim.

The right to data portability

An individual may ask to transport his/her data by submitting a detailed request via email to privacy@poyry.com.

The individual may ask his/her data to be transmitted to another controller if:

- the personal data is processed by automated means;
- the data subject has provided the personal data to Pöyry; and
- the basis for processing is contractual necessity.

The right to object

An individual may object the processing of his/her data processed based on legitimate interest of Pöyry by submitting a detailed request via email to privacy@poyry.com.

The right to contact data protection authority

An individual has the right to contact the relevant data protection authority regarding the processing of his/her data.

Data security measures

Pöyry is committed to securing personal information. Pöyry protects the confidentiality and security of information by using physical, electrical and administrative controls. All personal data is collected only for legitimate purposes and not processed in a manner that is incompatible with those purposes. The amount of data is minimized to what is necessary and not stored for longer than is necessary for the purposes. The personal data is kept up to date and protected against unauthorized or unlawful processing and against accidental loss, destruction or damage with the available appropriate technical or organisational measures.



Pöyry's systems are protected from unapproved external access. Access to systems containing personal data is controlled via approval processes that consider the person's role and justified business need. The use of the system and access to information is limited on an individual level and protected by using personal user access rights.

Data controller

Pöyry PLC and its affiliates
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Finland

Contact information of data controller

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