



Gramex ry  
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## PRIVACY POLICY

### Name of the register

Register for the Rightsholders Unit

### Controller

Gramex, Copyright Society of Performing Artists and Phonogram Producers in Finland

### Contact person in matters related to the register

Client Manager Tarja Henriksson  
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### Legislation

REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)

Finnish Personal Data Act (523/1999)

### Purpose of the collection of personal data and grounds for the processing of personal data

Gramex collects personal data in the register for the rightsholders unit for the purpose of payment and distribution of remunerations to rightholders entitled to them and the performance of customer service.

The legal basis for the processing of the personal data is:

- the client relationship between the rightholder customers and Gramex and execution of client agreements;
- performing tasks assigned to Gramex in legislation; and/or
- separate assignment or consent from the rightholder customer or its representative.

Personal Data may be processed for the following purposes:

- the performance of tasks and provision of services set out in legislation and client agreements;

- management and development of the client relationship and services;
- implementing and developing customer communications and confirming client events;
- payment and distribution of remunerations and operations supporting this; and
- other similar uses.

### Information content of the register

The register may contain following information:

- person's information, such as first name, last name, date of birth, personal identity code and stage name;
- contact details, such as postal address, email address and telephone number;
- country of residence and language of communications;
- client and agreement number and IPN number;
- date of commencement and termination of the client relationship;
- separate administration authorisations concerning rights or remunerations;
- date of death and heirs;
- memberships in bands;
- mailing information for the GramexPress magazine;
- bank account information;
- fiscal and enforcement information;
- Gramex remunerations together with their itemizations;
- customer relationship or membership in sister organisations;
- phonograms in which the client is performing or which the client has produced;
- information on performer and producer shares;
- information on phonogram usage; and
- other data related to the management of the client relationship.

Some of the changes in the aforementioned data are stored in the system.

### Regular sources of information

Data will be regularly collected from:

- the client and/or their representative;
- phonogram producers;
- user customers;
- the tax authority;

- the enforcement office;
- the postal services and other similar operators administering address information;
- other copyright organisations; and
- IPD, VRDB2 and other similar phonogram and rightholder databases.

### **Regular disclosures of data and transfer of data**

Personal and client data will not be regularly disclosed or transferred outside the EU or EEA.

Data is transferred to international data systems which support and perform the collection and payment of remunerations, such as the IPD and VRDB2 databases maintained and managed by SCAPR, and to sister organisations.

To the extent necessary for developing and maintaining of the distribution system, data is also transferred to the party technically performing this.

Personal data and customer information are transferred or disclosed outside the European Union, the European Economic Area and countries declared by the European Commission to offer adequate level of protection only if an adequate level of protection, appropriate safeguards and legal remedies are in place in the country to which the data is transferred.

### **Retention period of personal data and criteria for determining such period**

Gramex retains personal data collected in the distribution register for as long as it is necessary for the purpose of the processing of personal data as indicated above and for the fulfilment of statutory requirements.

### **Data subject's rights**

#### Right of access

The data subject has the right receive a confirmation as to whether or not Gramex processes personal data concerning them.

If Gramex processes personal data which concerns the data subject, the data subject has the right to check what categories of personal data concerning them have been stored in the register.

Access to the data is free of charge once per year. The subject access request must be made in a signed or other similarly verified document or personally in the controller's premises. The written subject access request must be delivered to the contact person indicated in the beginning of the policy in all matters concerning the register.

#### Right to request for rectification of data

The data subject has the right to request Gramex to rectify any inaccurate personal data about them. Gramex will rectify, erase or complete any inaccurate, unnecessary, incomplete or outdated personal data in the register without delay upon the data subject's request or on its own initiative upon becoming aware of such information.

Any requests concerning the rectification of data must be made in writing. The request must specify what data the request for rectification concerns. The request must be delivered to the contact person indicated in the beginning of the policy in all matters related to the register.

The data subject also has the opportunity to personally rectify any data observed to be inaccurate through the controller's online service by registering as a user of the online service.

#### Right to erasure, restriction of processing and to object to processing

In situations set out in the General Data Protection Regulation, the data subject has the right to have Gramex remove personal data concerning them processed by Gramex and/or restrict the processing of personal data concerning them. The data subject also has the right to object to the processing of their personal data on grounds related to their particular situation.

Provisions on these rights are set out in Articles 17, 18 and 21 of the General Data Protection Regulation.

#### Right to data portability

To the extent that the processing of personal data is based on consent or agreement, the data subject has the right to receive personal data concerning them which they have provided to Gramex, and to transmit it to another controller.

#### Direct marketing

Gramex does not disclose the data in the registers to third parties for direct marketing purposes.

The client may give Gramex their consent to direct marketing as referred to in the Finnish Act on Electronic Communications Services or prohibit Gramex from processing data related to them in relation to direct marketing. The client may give their consent to direct marketing separately for each channel (messages to mobile phone or to email). The client may forbid direct marketing through different channels.

If the client gives no consents and imposes all possible prohibitions, the client will only receive client communications related to the provision of Gramex's services and management of the client relationship.

#### Right to lodge a complaint with a supervisory authority

The data subject has the right to lodge a complaint with the supervisory authority if they consider that their rights under the General Data Protection Regulation have been infringed.

The supervisory authority is the Finnish Data Protection Ombudsman.

### **Principles of protecting the register**

#### Manual material

The data in the distribution register is stored entirely in data systems. Only Gramex's employees have the right to use and supervise the systems in premises protected by means of access control and using supervised connections.

#### Data stored in data systems

The registered data is protected against unauthorised access, alteration and loss. The protection is based on access and user control concerning the service through the use of personal user identifiers and the restriction and classification of access rights.

The data are protected by firewalls, passwords and other technical means generally accepted in the field of data security.

Data will be processed only by specific persons employed by Gramex who need the data in the register over the course of their working duties. The rights to access and alter data has been classified and limited depending on the working duties and the various levels of rights of use of Gramex's personnel. Any changes made internally by Gramex in the data are automatically logged in a technical surveillance and log system of its own.

Back-up copies and physical security measures are used to ensure the integrity of the data. The data systems' servers are located within the European Union.

### **Amendments to the privacy policy**

Gramex is constantly developing its operation and therefore reserves the right to amend this privacy policy by informing clients about the current content of the privacy policy in its services. Amendments may also be based on changes in legislation. Gramex recommends the data subjects to regularly acquaint themselves with the content of the privacy policy.