

Privacy Policy for 3mar.fi

Effective Date: 1.1.2024

Introduction

Welcome to 3mar Oy. We respect your privacy and are committed to protecting your personal data. This privacy policy will inform you about how we look after your personal data when you visit our website and tell you about your privacy rights and how the law protects you.

Data Controller

3mar Oy is the data controller and responsible for your personal data (collectively referred to as "Company", "we", "us", or "our" in this privacy policy).

Contact Details:

- Full name of legal entity: 3MAR Oy
- Email address: markku.hokkanen(at)3mar.fi
- Postal address: Pansiontie 52, 20240 Turku

Types of Data Collected

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

- Identity Data includes first name, last name, username or similar identifier.
- Contact Data includes email address and telephone numbers.

- Technical Data includes internet protocol (IP) address, your login data, browser type, and version.

We use cookies and similar tracking technologies to track activity on our service and hold certain information.

Purposes and Legal Basis for Processing Data

We process your data for various purposes:

- To provide and maintain our service.
- To notify you about changes to our service.
- To allow you to participate in interactive features of our service when you choose to do so.
- To provide customer support.
- To gather analysis or valuable information so that we can improve our service.

The legal basis for processing your personal data includes consent (where you have given consent), contract (where processing is necessary for the performance of a contract with you), and “legitimate interests”.

Use of Google Analytics, Google Tag Manager, and Other Tools

We use third-party Service Providers like Google Analytics and Google Tag Manager to monitor and analyze the use of our service. We also use LinkedIn, AdRoll, Google Ads, and Facebook for advertising and analytics purposes. These tools are used in compliance with GDPR and user privacy standards.

Data Sharing and Transfers

We may share your personal data with trusted third parties, including the aforementioned platforms, to facilitate our service, provide the service on our behalf, perform service-related services, or assist us in analyzing how our service is used.

User Rights Under GDPR

Under certain circumstances, you have rights under data protection laws in relation to your personal data, including the right to access, correct, erase, object to processing, and withdraw consent.

Email Communications and Tracking

We use email to communicate with you about our service and may use tracking technologies to monitor our email interactions.

Data Retention

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Policy Updates

We may update this privacy policy from time to time. We will notify you of any changes by posting the new privacy policy on this page.

Contact Information

If you have any questions about this privacy policy, please contact:

markku.hokkanen(at)3mar.fi