

Forsfood Oy – Privacy Notice (Updated 2025)

Register Controller

Forsfood Oy

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1. Purpose of This Privacy Notice

This Privacy Notice explains how Forsfood Oy (“we”, “us”) collects, uses, stores, and protects your personal data. It also outlines your rights under the EU General Data Protection Regulation (GDPR) and other applicable privacy laws.

We are committed to ensuring that your privacy is protected and that your personal data is handled lawfully, transparently, and securely.

2. Personal Data We Collect

We may collect and process the following categories of personal data, depending on your relationship with us:

- * Name
- * Gender
- * Address
- * Email address
- * Telephone number
- * Business name
- * Job title and profession
- * Payment and billing information
- * Information necessary for contractual and customer relationship management
- * Communication history (e.g., emails, inquiries)
- * Website and analytics data (non-identifiable, unless otherwise stated)

3. Legal Bases for Processing

We always ensure that the processing of your personal data is based on a valid legal ground under the GDPR, such as:

- * Performance of a contract (e.g., supplying products or services)
- * Compliance with a legal obligation
- * Your consent (e.g., marketing communications)
- * Legitimate interests (e.g., business development, customer service, website analytics)

4. How We Use Your Personal Data

Your data may be used for the following purposes:

- * Providing and managing your customer account
- * Supplying our products and services
- * Processing orders, payments, and deliveries
- * Personalizing and improving our products and services
- * Communicating with you (email, telephone, post)
- * Responding to your inquiries and support requests
- * Sending marketing communications only if you have consented (you may opt out at any time)
- * Fulfilling our legal obligations (e.g., accounting, regulatory requirements)

We do not send unlawful marketing or spam, and we respect your right to withdraw consent at any time.

5. Data Retention

We retain personal data only for as long as it is necessary for the purposes for which it was collected.

- * Customer relationship data: retained for 2 years after the relationship ends, unless a longer period is required by law.
- * Accounting and financial records: retained according to statutory retention requirements in Finland.
- * Marketing consent records: retained as long as consent is valid.

When data is no longer needed, it will be securely deleted or anonymized.

6. Your Rights

As a data subject, you have the following rights under GDPR:

- * Right of access (obtain a copy of your personal data)
- * Right to rectification (correct inaccurate data)
- * Right to erasure (“right to be forgotten”)
- * Right to restrict processing
- * Right to data portability
- * Right to object to processing (including direct marketing)
- * Right to withdraw consent at any time
- * Right to lodge a complaint with a supervisory authority (in Finland: *Tietosuojavaltuutetun toimisto*)

How to make a data request

Submit requests in writing to: forsfood@forsfood.fi

There is normally no fee. If a request is *manifestly unfounded or excessive*, we may charge a reasonable administrative fee. We will respond within one month, or within three months for complex requests.

7. Data Security

We use appropriate technical and organizational measures to protect your personal data.

- * Access to personal data is restricted to employees whose work tasks require it.
- * Our IT systems, servers, and physical environments are secured and regularly monitored.
- * Data is stored in secure environments with controlled access.
- * We ensure that all processors follow GDPR-compliant security requirements.

8. Regular Disclosures and Third-Party Processing

We do not sell or rent your personal data.

Data may be disclosed to:

- * Service providers that process data on our behalf (e.g., IT providers, hosting services, payment processors, marketing platforms)
- * Authorities when required by law
- * Partners involved in delivering our products and services

All third-party processors are contractually required to comply with GDPR.

We do not combine your data with external registries or databases without your consent.

9. International Data Transfers

Some of our service providers operate outside the EU/EEA. When transferring data internationally, we ensure appropriate safeguards, such as:

- * The EU–US Data Privacy Framework (DPF) for certified US service providers (e.g., Microsoft, Mailchimp)
- * Standard Contractual Clauses (SCCs) for other international transfers
- * Additional technical and organizational measures to ensure GDPR-level protection

Tools and services we use:

- * Microsoft (cloud services): Data may be transferred to the US under DPF certification.
- * Mailchimp (newsletter and marketing emails): Transfers protected under DPF or SCCs.
- * Google Analytics: Collects non-identifiable analytics data; may transfer anonymized information to third parties.

We ensure that no personally identifiable data is transferred without proper safeguards.

10. Cookies and Website Analytics

Our website uses first-party cookies and analytics tools (such as Google Analytics) to improve functionality and user experience.

Cookies used on our site do not identify you directly unless you have provided consent for identifiable tracking. You can manage your cookie preferences via your browser settings or our cookie control banner.

11. Updates to This Privacy Notice

We may revise this Privacy Notice from time to time, for example due to changes in legislation or our business operations. The latest version will always be available on our website.

12. Contact

If you have any questions or requests regarding this Privacy Notice or the processing of your personal data, please contact:

Email: sales@forsfood.fi