



Väestörekisterikeskus
Population Register Centre

Direct marketing and privacy – the Finnish example

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Direct marketing and privacy – the Finnish example

- The process (application and data permit/decision) in written form/bureaucracy is needed
- When information is requested from the population information system, the purpose of its use and other factors necessary to ascertain the prerequisites of delivery shall be notified
- The sampling basis for direct marketing purposes are mentioned in the Population information Act

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Sampling basis of personal data for direct marketing

- name
- an age of at least six weeks,
- native language or communication language
- profession
- municipality of residence and place of residence therein,
- a temporary place of residence

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Right to use the delivered data

- for the applied purpose
- not to be put in the file without acceptance of the receiver of the advertising letter
- has to be posted within 2 months after the sampling from the POIS
- no right to sell forward
- conditions for the use and protection of data shall be followed

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Special database for direct marketing purposes

Right to prohibit processing for

- direct advertising purposes
- address service purposes
- genealogical research
- public registers (for example list of lawyers)

Everybody has right to make a special prohibition in the register, if she or he suspects that her or his own health or safety etc. is threatened



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Control measures

- Control names in every postal sampling
- address of the file from which the names and addresses have been obtained for postal activity must be printed inside the advertising material
- codes of conduct or manual how to handle the whole process
- agreement with the cooperating companies about marketing, developing of products etc. dealing with data from POIS

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Thank you!

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