

# Privacy Policy

## 1. Data Controller

Kreia Oy  
Lapinlahdenkatu 16, 00180 Helsinki, Finland  
Email: hello@kreia.io

## 2. Personal Data We Collect

We collect and process personal data that you provide when using our services, booking a meeting or filling the contact form through our website or completing our onboarding form. This may include:

- Name and contact details
- Company name and business details
- Information related to the delivery of our services
- Any additional information you choose to share with us
- Other publicly available information
- Basic website usage data collected through cookies and analytics tools

## 3. Purpose and Legal Basis for Processing

We process your personal data for the following purposes:

- To deliver, personalise, and manage our services
- To manage our customer relationship and provide support
- To handle billing and fulfil contractual obligations
- To communicate with you about our services
- To understand how our website is used and to improve our online experience (using cookies and analytics tools only with your consent)
- To measure and improve our advertising campaigns (only with your cookie consent)

The legal basis for processing your data is:

- The performance of a contract (Article 6(1)(b) GDPR)
- Our legitimate interest in providing and improving our services (Article 6(1)(f) GDPR)
- Your consent for analytics and marketing cookies (Article 6(1)(a) GDPR)

## 4. Cookies & Tracking Technologies

Our website uses cookies to ensure it functions properly and to help us understand how visitors interact with it.

We use three types of cookies:

- **Essential cookies:** required for the website to function
- **Analytics cookies:** for example Google Analytics, used to analyse site usage
- **Marketing cookies:** for example Meta Pixel and Google Ads tags, used for advertising performance and retargeting

When you visit our website, you can choose whether to accept or reject non-essential cookies through our cookie banner. You can change or withdraw your consent at any time.

## 5. Data Retention

We retain your personal data for as long as the customer relationship is active and for up to 24 months after it ends, unless a longer retention period is required by law.

## 6. Data Sharing & Security

We implement appropriate technical and organisational measures to protect your data against unauthorised access, alteration, disclosure, or destruction.

We do not share your personal data with third parties unless it is necessary to provide the service, comply with legal obligations, or you have given us explicit consent.

We may share your information with:

- **Service Providers:** Third parties who assist in our operations, bound by confidentiality agreements.
- **Legal Authorities:** When required by law or to protect our rights.

## 7. International Data Transfers

Some of the personal data we process may be transferred to and stored on servers located outside the European Economic Area (EEA). This may occur, for example, when we use trusted third-party service providers whose infrastructure is based outside the EEA.

Whenever such transfers take place, we ensure that your personal data remains protected by:

- Transferring data only to countries that have been deemed to provide an adequate level of data protection by the European Commission.
- Implementing Standard Contractual Clauses (SCCs) approved by the European Commission or other appropriate safeguards in accordance with Article 46 GDPR.

- Applying appropriate technical and organisational measures, such as encryption and access controls, to safeguard your data.

## **8. Automated Decision-Making**

We do not use your personal data for automated decision-making or profiling that produces legal effects concerning you or otherwise significantly affects you. If this changes in the future, we will update this policy and provide you with clear information about the logic involved and your rights.

## **9. Your Rights**

Under the GDPR, you have the following rights regarding your personal data:

- Access: You can request a copy of the data we hold about you.
- Rectification: You can request correction of inaccurate or incomplete data.
- Erasure: You can request deletion of your data.
- Restriction: You can request us to restrict the processing of your data.
- Objection: You can object to the processing of your data based on legitimate interests.
- Data Portability: You can request your data to be transferred to another service provider.
- Withdrawal of Consent: Where processing is based on consent (including cookies), you can withdraw it at any time.

To exercise any of these rights, contact us at [hello@kreia.io](mailto:hello@kreia.io).

You also have the right to lodge a complaint with the Finnish Data Protection Authority (Tietosuojavaltuutettu) or your local supervisory authority if you believe your rights have been violated.

## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

## **11. Contact**

If you have any questions about how we process your personal data, please contact us at:

Kreia Oy  
Email: [hello@kreia.io](mailto:hello@kreia.io)