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The Finnish Competition and Consumer Authority's Consumer Division processes personal data as described in this privacy policy, and in accordance with valid legislation. The Consumer Division manages consumer advisory function and monitors compliance with the law with respect to duties the Consumer Ombudsman has primarily been tasked with.

Data controller	The Finnish Competition and Consumer Authority (FCCA)
	Postal address: PL 5, 00531 Helsinki, Finland Visiting address: Lintulahdenkuja 2, 00530 Helsinki, Finland
	Exchange: +358 29 505 3000
Data protection officer's contact details	In data protection matters, please send email to tietosuoja@kkv.fi. Contact details are also available at kkv.fi/en/contact-information .
Personal data content	Personal data primarily processed by the Consumer Division are • name • contact details • data concerning financial position • data concerning consumer habits In addition, personal data in possession of the Consumer Division may include some other information, including information belonging to special categories of personal data, as well as data on criminal convictions and offences, or health. In special situations, personal data processed by the Consumer Division may also contain personal identity codes. Personal identity codes may be processed, for example, in the Consumer Ombudsman's class action procedures. FCCA's learning services process the national learner number, which learners can use to log in to the FCCA's learning environment. When logging in to the learning environment with the learner number, the learner number, learner's name, and learner's email address are stored.
The purpose and legal basis for processing personal data	The Consumer Division processes personal data in order to perform its legal tasks. The legal basis for the procession of personal data by the Consumer Division is Article 6(1), point (c) of the General Data Protection Regulation, i.e. the processing is necessary for compliance with a legal obligation to which the controller is subject. Provisions on the tasks of the Finnish Competition and Consumer Authority are laid down in the Act on the Finnish Competition and Consumer Authority (661/2012). The Consumer Division processes personal data in a consumer advisory function that provides consumers and companies with information and advice on the consumer's legal status, examines individual conflicts between consumers and traders, seeks a settlement in these and participates in

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	monitoring the prices, quality, marketing, and contract terms of consumer goods. The Consumer Division processes personal data in its role in monitoring compliance with the law. Supervision tasks are carried out under a number of laws. The supervision is based on the extensive general power of the Consumer Ombudsman in monitoring compliance with the Consumer Protection Act. The supervision authority covers in many cases also the functions for which a specific provision has been added in the law regarding the Consumer Ombudsman. The duties of the Finnish Competition and Consumer Authority are prescribed in the Act on the Finnish Competition and Consumer Authority (661/2012). The supervision duties of the Consumer Ombudsman have been separately prescribed in, for example, the Consumer Protection Act. Personal data is also processed by the Consumer Division pursuant to legislation in tasks specifically laid down for the Consumer Ombudsman in law, such as matters concerning the assistance of the consumer, group appeals and group actions. Documents in the possession of the Consumer Division may contain some information belonging to special categories of personal data, as well as data on criminal convictions and offences, which are processed in order to perform legal tasks. The legal basis for the processing of special categories of personal data is Section 6, Paragraph 1, item 2 of the Data Protection Act (1015/2018). The Consumer Division may collect personal data of persons belonging to specific categories in connection with legal compliance inspections, or data subjects may provide the Finnish Competition and Consumer Authority with such data themselves. The legal basis for the processing of data on criminal convictions and offences is Section 7, Paragraph 1, item 2 of the Data Protection Act. The Consumer Division may occasionally process preliminary investigation material and court decisions in order to carry out legal compliance inspections, for example. In special situations, Consumer Division documentation may also contain personal identity codes. The legal basis for the processing of a personal identity code is section 29 of the Data Protection Act, under which the personal identity code may be processed if the unambiguous identification of the data subject is important for the performance of the statutory task. Unambiguous identification of the data subject is necessary, for example, in the Consumer Ombudsman's class action procedure.
Sources of information	The Consumer Division has legal authority to collect data. The data has been primarily submitted to the FCCA voluntarily. The Consumer Division collects data needed in the performance of legal tasks from various sources. In the same context, the division accumulates personal data. Personal data is collected primarily as a result of the FCCA being contacted, but also as a result of requests for clarification.

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Disclosure of information	The Consumer Division can disclose personal data as follows: • Data related to a data subject can be disclosed to said data subject, as long as exceptions to this policy are not stipulated in special legislation. • Public documents and documents public to the parties concerned can be disclosed in accordance with the Act on the Openness of Government Activities, also for research purposes. • Data can be disclosed to authorities in accordance with regulations related to their data access. • Data can be disclosed to courts of justice if it is fundamental to a matter related to the Competition Division's tasks. • Data can be disclosed to an authority handling monitoring tasks under FCCA's guidance, such as the Regional State Administrative Agency. Personal data belonging to special categories or related to criminal convictions and offences can be disclosed only if valid legislation allows or obliges such disclosure.
Transfer of data to outside the EU or EEA	The Finnish Competition and Consumer Authority does not transfer data to locations outside the European Union and the European Economic Area.
Retention of personal data	Personal data is retained for as long as it is needed in order to perform the Consumer Division's legal tasks. Documents are retained in accordance with regulations specified in the Archives Act, instructions provided by the National Archives of Finland, and FCCA's registry formation plan, approved on the basis of the above.
Data subjects' rights	As per the General Data Protection Regulation, each data subject has the right to access his or her personal data, request the rectification if this data, request that the processing of his or her data is restricted, and file a complaint with the supervisory authority. Each data subject has the right to obtain confirmation of whether or not personal data concerning him or her is being processed. If it is being processed, the data subject has the right to obtain access to the personal data and to obtain the information specified in Article 15 of the General Data Protection Regulation. Each data subject has the right to demand that the data controller rectify, without undue delay, any inaccurate personal data, as described in Article 16 of the General Data Protection Regulation. Each data subject has the right to have the processing of his or her personal data restricted, provided that one or more of the conditions specified in Article 18 of the General Data Protection Regulation are met. In principle, the data subject is not entitled to demand the erasure of his or her personal data, as the processing of personal data by the Finnish

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	Competition and Consumer Authority's Consumer Division is based on compliance with the statutory obligation of the authority. To practice these rights, a request should be submitted to the Finnish Competition and Consumer Authority by email, to tietosuoja@kkv.fi. The request must include information sufficient for identifying the data subject and determining which right he or she wishes to practice and which personal data the request concerns. In some situations, the data subject may be asked for additional information, in order to ensure reliable identification and confirm the data subject's identity. If a data subject deems that personal data concerning him or her is processed in violation of the General Data Protection Regulation, he or she has the right to file a complaint with the supervisory authority. In Finland, the supervisory authority is the Data Protection Ombudsman (tietosuoja.fi/en).
Automated decision-making	The Consumer Division does not use automated decision-making in the performance of its tasks.