



## **Register and Privacy Policy on the Processing of Personal Data**

This is a combined register policy and information document for Max Potential's customers, potential customers and website users in accordance with Sections 10 and 24 of the Personal Data Act (523/1999) and Articles 12 and 13 of the EU General Data Protection Regulation (679/2016).

### NAME AND CONTACT DETAILS OF THE REGISTER

Max Potential Coaching Oy  
Riihiniityntie 44, FI - 02730 Espoo, +358 405 387 070 info@maxpotential.eu

Responsible and contact person for the register: Tiina Lehti, +35840  
5387070, info@maxpotential.eu

### PURPOSE OF PROCESSING PERSONAL DATA (PURPOSE OF USE OF THE REGISTER) AND BASIS

The personal data stored in Max Potential's customer register is used to maintain and develop customer relationships, for marketing purposes, for statistics, and for the production and provision of services. Personal data is processed within the limits permitted and required by the Personal Data Act.

The register controller is entitled to process personal data to enable customer service and maintenance of customer relationships (Max Potential's customers). Similarly, the controller is entitled to process personal data for the purpose of handling contact requests, newsletter subscriptions and event registrations (Max Potential's potential customers and website users) via the website.

### DATA CONTENT OF THE REGISTER

The data collected in the register are as follows:

Max Potential newsletter:

- Email
- Usage data

Registration data for Max Potential events:

- Name
- Email
- Usage data
- Any other information provided by the person

Personality profiling using MLP Oy's tools (such as DiSC & 5B) for Max Potential profiling clients:

- Name
- Email
- Demographic background information: voluntarily provided information such as age, gender, nationality, place of residence, professional title
- Profiling: selection answers to personality survey questions

### REGULAR DATA SOURCES

The controller only registers the information specified above about the person that the person provides with their consent when using Max Potential's website and services or either face to face, by telephone, by email or using other online tools.

### REGISTER PROTECTION AND DATA TRANSFER AND TRANSFER OF DATA OUTSIDE THE EU OR THE EUROPEAN ECONOMIC AREA

The data is collected in databases that are protected by firewalls, passwords and other technical means. The databases are located in locked premises, and only certain predefined persons can access the data. Employees and subcontractors who process the register data are bound by a confidentiality obligation.

Max Potential does not disclose the data in the register to external parties. We have ensured that all our service providers involved in the processing of personal data comply with data protection legislation.

The US-based MailChimp email service is used for newsletter communications and registration for our events, which means that personal data is transferred outside the European Union. However, personal data is protected as required by the Personal Data Act, as the MailChimp service provider has committed to comply with the Safe Harbor principles for privacy protection approved by the US Department of Commerce and the European Union Commission (Privacy Shield certification), which can ensure an adequate level of data protection. Read more about MailChimp's

privacy protection: <https://mailchimp.com/legal/privacy/>. The registered person's personal data is deleted at the user's request. The request can be sent to: [info@maxpotential.eu](mailto:info@maxpotential.eu) or removed from the mailing list via the link included in each newsletter.

MLP's InChape system. Paradigm Personality Labs is a US company, which means that personal data is transferred outside the European Union. However, personal data is protected as required by the Personal Data Act, as the My MLP service provider has committed to comply with the Safe Harbor principles for privacy protection approved by the US Department of Commerce and the European Union Commission (Privacy Shield certification), which can ensure an adequate level of data protection. Personal data (name and email address) will be deleted from the system upon request. The request can be sent to: [info@maxpotential.eu](mailto:info@maxpotential.eu).

If manual material is printed from the register stored in the databases, the material is kept in a locked state and the controller only has access to the material. When the need for manual material ceases, it is destroyed.

#### USE OF COOKIES

In order to improve and evaluate the use of our website, we use Google Analytics based on cookies. In this context, Analytics compiles standard website usage reports. Based on cookies, information is collected about the usage habits of website users, such as which pages the user visits and how long he/she is on the website. Max Potential uses the information obtained through cookies.