

Privacy Policy

Hiekka Apartments Oy's privacy statement in accordance with the Personal Data Act (523/1999).
Updated on February 14, 2022.

Data Controller, Register Name, and Contact Information

Hiekka Apartments Oy (trading name Hiekka Booking) / Hiekka Booking customer register.

Contact Information:

Hiekka Apartments Oy (Business ID: 3155471-9)
Kalakuja 2 B101
85100 Kalajoki, Finland

Contact Person:

Liisa Jäppinen
Kalakuja 2 B101
85100 Kalajoki, Finland
Phone: +358 50 4056548

Purpose of Processing Personal Data (Purpose of the Register)

The data controller processes customers' personal data for the following purposes:

- Providing services to customers
- Managing and developing customer relationships and bookings
- Processing payments, monitoring payments, and debt collection
- Developing business operations and customer service
- Tracking and analyzing customer preferences, accommodation choices, and requests to improve services
- Targeting offers based on customer preferences and choices

The data controller does not disclose personal data to third parties for marketing or opinion research purposes. However, the data controller may send direct marketing communications electronically (e.g., via email or text messages).

Processing of personal data is based on Section 8(1) items 1, 2, 5, and 6 of the Personal Data Act.

Contents of the Register

The following customer data is collected and stored:

- Customer number, first name, last name, street address, postal code, city, country, phone number, mobile number, and email address
- Customer feedback, satisfaction ratings, comments about the services, and other information provided with the customer's consent (e.g., online feedback forms, email feedback, complaints, and customer satisfaction survey results)
- Booking details (e.g., past and future bookings)
- Service usage details (e.g., service usage, purchases, and cancellations)
- Payment details (e.g., payment methods and transaction records)

- Direct marketing opt-out information
- Membership details related to the data controller's partner programs and required details for obtaining benefits
- Hobbies and interests
- Other customer-consented data (e.g., mobility restrictions or medical conditions relevant to requested services)

Cookies

The data controller uses cookies on its website. Cookies are small text files stored on a user's computer, enabling certain website functions. Most cookies are session-based and are deleted after browsing. Some cookies allow the website to recognize the user's device on future visits (persistent cookies).

Third-party tracking services such as Google Analytics and Google Adwords are used to analyze website traffic. These services store cookies on users' devices, collecting data about website usage, including IP addresses. Users can prevent cookie storage by adjusting their browser settings, but this may limit website functionality. By using the website, users consent to the data collection described above.

Regular Data Sources

Customer data is collected with the customer's consent when they make a booking or purchase services. Information may also be collected from population registers or other official sources for address and data updates.

Regular Data Disclosures and Transfers Outside the EU/EEA

Personal data is disclosed for direct marketing and market research purposes only with customer consent. Data may be transferred outside the EU/EEA only in compliance with applicable data protection laws.

Principles of Register Protection

Only employees of Hiekka Apartments Oy who need customer data for their job functions have access to the register. Property owners, maintenance staff, key holders, and cleaners have access only to the necessary information required for their duties. The register is stored in a secure network protected by a firewall, personal user IDs, and passwords. All personnel handling customer data are bound by confidentiality and legal obligations under the Personal Data Act.

Access and Correction Rights

Customers have the right to inspect their personal data in the register. To request access, customers must submit a written, signed request to the company at the address provided above. Customers may also inspect their data in person at the company's office. The request should include the customer's full name, address, and phone number. A written response will be provided within 30 days.

If personal data is incorrect, customers may request corrections by submitting a written, signed request to the company. The data controller will correct, delete, or update any inaccurate, unnecessary, incomplete, or outdated personal data either on its own initiative or upon the customer's request.

Right to Object to Marketing

Customers have the right to prohibit the data controller from processing their personal data for direct

marketing or sales purposes. A written request to opt out should be sent to the address provided above.