

Privacy policy

1. Our Principles

Karla Nieminen has designed this policy based on <https://creativecommons.org/privacy/> to be consistent with the following principles:

- Privacy policies should be human readable and easy to find.
- Data collection, storage, and processing should be simplified as much as possible to enhance security, ensure consistency, and make the practices easy for users to understand.
- Data practices should meet the reasonable expectations of users.

2. Information We Collect

We collect information when you provide your contact information directly to us.

Information You Provide Directly to Us

We will collect any information you provide to us. We may collect information from you in a variety of ways, such as when you make a donation or purchase, download book previews or subscribe to our newsletter. This information includes your name, email address and in some cases telephone number.

Information that Is Automatically Collected

Cookies and Other Tracking Technologies

We also collect data about your use of the Services through the use of Internet server logs and online tracking technologies, like cookies and/or tracking pixels. A web server log is a file where website activity is stored. A cookie is a small text file that is placed on your computer when you visit a website, that enables us to store your preferences and settings, understand the web pages of the Services you have visited and the referral sites that have led you to our Services, enhance your user experience by delivering content specific to your inferred interests, perform searches and analytics. Tracking pixels (sometimes referred to as web beacons or clear GIFs) are tiny electronic tags with a unique identifier embedded in websites, online ads and/or email, and that are designed to provide usage information like

ad impressions or clicks, measure popularity of the Services and associated advertising, and to access user cookies. This data allows us to gauge the effectiveness of our communications and marketing campaigns

Please note that you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the “Help” section of your browser for more information (e.g., Internet Explorer; Google Chrome; Mozilla Firefox; or Apple Safari). Please note that by blocking any or all cookies, you may not have access to certain features or offerings of the Services.

3. How We Use Your Information

We may use the information we collect from and about you to:

- Fulfill the purposes for which you provided it;
- Provide and improve the Services, including to develop new features or services and for technical and customer support;
- Process purchases of our products
- In case of downloading book previews and/or subscribing to our newsletter to send you knowledge on people skills and market our services[BG1]

5. Legal Basis for Processing Personal Data

The laws in some jurisdictions require companies to tell you about the legal ground they rely on to use or disclose information that can be directly linked to or used to identify you. To the extent those laws apply, our legal grounds for processing such information are as follows:

- To Honor Our Contractual Commitments to You. Much of our processing of information is to meet our contractual obligations to provide services to our users.
- Legitimate Interests. In many cases, we handle information on the ground that it furthers our legitimate interests in ways that are not overridden by the

interests or fundamental rights and freedoms of the affected individuals, these include:

- Customer service
- Marketing, advertising, and fundraising
- Content relevant to user interests
- Protecting our users, personnel, and property
- Managing user accounts
- Organizing and running events and programs
- Analyzing and improving our business
- Managing legal issues

We may also process information for the same legitimate interests of our users and business partners.

- **Legal Compliance.** We may need to use and disclose information in certain ways to comply with our legal obligations.
- **Consent.** Where required by law, and in some other cases where legally permissible, we handle information on the basis of consent. Where we handle your information on the basis of consent, you have the right to withdraw your consent; in accordance with applicable law.

6. Online Analytics

We may use third-party web analytics services (such as Google Analytics) on our Services to collect and analyze the information discussed above, and to engage in auditing, research, or reporting. The information collected by various analytics technologies described in the “Information we collect” section above will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Services, including by noting the third-party website from which you arrive to our Site, analyzing usage trends, assisting with fraud prevention, and providing certain features to you. To prevent Google Analytics from using your

information for analytics, you may install the Google Analytics Opt-out Browser Add-on by clicking [here](#).

7. Your Choices and Data Subject Rights

You have various rights with respect to the collection and use of your information through the Services. Those choices are as follows:

- Email Unsubscribe – You may unsubscribe from our marketing emails at any time by clicking on the “unsubscribe” link at the bottom of each newsletter or by emailing info@peoplelikeyou.fi with your request.
- Account Preferences – If you have registered for an account with us through our Services, you can update your account information or adjust your email communications preferences by logging into your account and updating your settings.
- EU Data Subject Rights – Individuals in the European Economic Area (“EEA”) and other jurisdictions have certain legal rights (subject to applicable exceptions and limitations) to obtain confirmation of whether we hold certain information about them, to access such information, and to obtain its correction or deletion in appropriate circumstances. You may have the right to object to our handling of your information, restrict our processing of your information, and to withdraw any consent you have provided. To exercise these rights, please email us at info@peoplelikeyou.fi with the nature of your request.

8. Security Measures

We have implemented technical, physical, and organizational security measures to protect against the loss, misuse, and/or alteration of your information. These safeguards vary based on the sensitivity of the information that we collect and store. However, we cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information since despite our efforts, no Internet and/or other electronic transmissions can be completely secure.

9. Children

The Services are intended for users over the age of 18 and are not directed at children under the age of 13. If we become aware that we have collected personal information (as defined by the Children's Online Privacy Protection Act) from children under the age of 13, or personal data (as defined by the EU GDPR) from children under the age of 16, we will take reasonable steps to delete it as soon as practicable.

10. Data Retention

We retain the information we collect for as long as necessary to fulfill the purposes set forth in this Privacy Policy or as long as we are legally required or permitted to do so. Information may persist in copies made for backup and business continuity purposes for additional time.

11. Third-Party Links and Services

The Services may contain links to third-party websites (e.g., social media sites like Facebook and Twitter), third-party plug-ins (e.g., the Facebook "like" button and Twitter "follow" button), and other services. If you choose to use these sites or features, you may disclose your information not just to those third-parties, but also to their users and the public more generally depending on how their services function. Peoplelikeyou.fi is not responsible for the content or privacy practices of such third party websites or services. The collection, use and disclosure of your information will be subject to the privacy policies of the third party websites or services, and not this Privacy Policy. We encourage you to read the privacy statements of each and every site you visit.

12. Changes to this Privacy Policy

We will continue to evaluate this Privacy Policy as we update and expand our Services, and we may make changes to the Privacy Policy accordingly. We will post any changes here and revise the date last updated above. We encourage you to check this page periodically for updates to stay informed on how we collect, use and share your information. If we make material changes to this Privacy Policy, we will provide you with notice as required by law.

13. Questions About this Privacy Policy

If you have any questions about this Privacy Policy or our privacy practices, you can contact us at: info@peoplelikeyou.fi.