

**DATA PROTECTION STATEMENT – THE REGISTRATION OF THE SHAREHOLDERS OF VERKKOKAUPPA.COM OYJ TO THE ANNUAL GENERAL MEETING 2019**

1 Data Controller	<b>Verkkokauppa.com Oyj</b> (business ID: 1456344-5) Tyyntenmerenkatu 11, 6krs., 00220, Helsinki
2 Contact person	<b>Robert Tallberg</b> Verkkokauppa.com Oyj 010 3095555 robert.tallberg@verkkokauppa.com
3 The purpose of the processing of Personal Data	<p>Personal Data is collected when a person registers to Verkkokauppa.com's Annual General Meeting. Personal Data is required in order to verify a person's identity, shareholdings and his/her right to attend the Annual General Meeting. Providing Personal Data in the manner described in this Data Protection Statement is a prerequisite for attending the Annual General Meeting.</p> <p>The personal data is used only for the Annual General Meeting or processing of any necessary registrations relating thereto.</p>
4 Legal basis	Processing of personal data, in accordance with this Data Protection Statement, is necessary in order to fulfil Verkkokauppa.com's legal obligations.
5 Personal Data which is processed	<p>The following identification data on individuals can be compiled in the register:</p> <ul style="list-style-type: none"> <li>• name</li> <li>• identity number, business ID,</li> <li>• address</li> <li>• telephone number</li> <li>• email address</li> <li>• book-entry securities account</li> <li>• share and vote numbers</li> </ul> <p>When signing by e-mail, the individual is requested to provide information about themselves. Based on the personal identification code or business ID, the submitted data is compared with the share register maintained by Euroclear Finland Oy, and share ownership data is retrieved from the share register. When providing authorization for a third party, individuals are also required to provide the personal information for the authorized individual.</p>
6 Retention of Personal Data	The active use of the register ends after the Annual General Meeting. Verkkokauppa.com Oyj maintains the register until the Annual General Meeting and removes the Personal Data from the information system after the appeals period, i.e., three months after the Annual General Meeting.
7 Regular sources of information	<p>The regular source of the register is the Data Controller's share register hosted by Euroclear Finland Oy. The content of the share register is based on records made by account operators.</p> <p>A shareholder by him-/herself (or his/her representative or custodian) adds Personal Data into the register.</p>
8	As a rule, Personal Data is not transferred to third parties. Those processing Personal Data as well as the approved third parties (such as server services) form

<p>Recipients of Personal Data</p>	<p>the exception to the rule, but they are obliged to process the Personal Data in accordance with the applicable laws. In addition to that, Personal Data is always secured and protected adequately, if it is transferred abroad.</p> <p>Further, the stipulations of applicable laws, ongoing legal procedures or other legal requests may require to give access to the Personal Data for the authorities or to third parties.</p>
<p>9 Data transfers outside the EU or ETA</p>	<p>The data is not transferred outside of the EU and European Economic Area.</p>
<p>10 The principles on how the Personal Data is secured</p>	<p>Only our separately designated employees or the external companies that are working on behalf of us or that are authorized by the us have access to the Personal Data or the right to process it.</p>
<p>11 Rights</p>	<p><b>Rights</b> Requests regarding the Personal Data are requested to be addressed to the Data Controller in writing, using the contact details in section 2.</p> <p>The data subject has the right to know if his/her Personal Data is processed, and if they are, he/she has the right to access the Personal Data of him-/herself in the register.</p> <p>The data subject also has the right to request the rectification of this information or the restriction of the processing.</p> <p><b>Safety Ban</b> In a safety ban, the shareholders' address is not available on the share register. In the case of a safety ban, the shareholder shall submit a magistrate's resolution of the safety ban to Euroclear Finland Oy.</p> <p><b>Complaints to the supervising authority</b> In case we would process the Personal Data in a way that offends the legal rights of the data subject, the data subject may lodge a complaint with the supervisory authority.</p>