

Marimekko processes your personal data in accordance with applicable data protection laws. Our Privacy Statement provides you comprehensive information about personal data processing activities conducted by Marimekko Corporation and its affiliated group companies ("Marimekko" or "We"). Information may be supplemented by specific privacy statements and additional local documentation. Notice also that e.g. your rights as a data subject may also vary from country to country depending on the applicable data protection laws. Our privacy statement presents the rights according to the EU's general data protection regulation ("GDPR"). Any mandatory laws or regulations will take precedence if it conflicts and has stricter requirements than this Privacy Statement.

COMPETITIONS, PRIZE DRAWS AND SOCIAL MEDIA POSTINGS PRIVACY STATEMENT

Updated 19th May 2021

The purpose of this Privacy Statement is to give you information regarding how we process personal data of individuals who enter in a competition, prize draw or consent to publish social media content. Marimekko is fully committed to protecting your personal data when using or processing them and recognize the importance of correct and lawful treatment of personal data.

If you have any questions related personal data processing or this Privacy Statement, please contact customerservice@marimekko.com.

1 Data controller

Marimekko Corporation (Business ID 0111316-2)

Puusepänkatu 4

00880 Helsinki, Finland

2 Contact information in register matters

Marimekko Customer Service

customerservice@marimekko.com

Tel. +358 9 758 7260

Contact information of the Data Protection Officer: customerservice@marimekko.com

4 Grounds and purpose for processing personal data

The purpose for processing personal data is selecting and drawing, rewarding and informing the winners of marketing competitions and prize draws and reposting of social media content in Marimekko's own social media channels and on the website. The legal basis for processing personal data is based on a contract (such as person's entering in a competition, prize draw or to publish social media content), law us fulfilling the requirements related to the competitions and price draws (e.g. accounting or taxation related laws) or your consent. The data can also be used for designing and developing of Marimekko Group's business, products and services and then the grounds for processing is legitimate interest of Marimekko.

5 Content of the data file and the group of the data subjects

The data file consists of the following data on the participants of the competitions and prize draws and social media content producers:

- Basic information: First name, last name
- Contact information: mailing address, email address, telephone number
- Information necessary for the competition or prize draw, such as participation information (incl. date), photographs (competition or prize draw specifically)
- User name or other user ID of an social media account
- Photographs regarding social media content

6 Sources of information

The data is collected from the information obtained from the data subject when participating a competition or prize draw and in connection with reposting of social media content. There are no other sources of information.

7 Disclosure and transfer of data and transfer of data outside the EU or the EEA area

Personal data may be disclosed and transferred in the EU/EEA, within the Marimekko Group and to partners or service providers also outside the EU/EEA area for the purpose for processing personal data described in this Privacy Statement. If personal data is transferred outside the EU/EEA, in the absence of the adequacy decision by the EU Commission, Marimekko applies standard contractual clauses approved by the European Union or other approved transfer mechanisms in order to maintain the adequate level of data protection.

8 Principles of the protection and retention period

The data file can only be accessed by specified persons to the extent of their duties. The data is retained for as long as it is necessary for choosing or drawing the winners, informing the winners and delivering of the possible prize or in connection with the reposting of social media content. The data will be discarded directly after that, excluding e.g. Instagram where the publications (including taking part in competitions or prize draws) are based on hashtags, thus the privacy policy of Instagram applies. In addition, the data required by law (such as accounting and taxation) is retained according to the applicable laws.

9 Rights of the data subject

As a data subject you have the following rights related to the applicable data protection laws:

Right of access, rectification and erasure

You have a right to inspect the personal data concerning yourself, which is stored in the register, and a right to require rectification or erasure of your data.

Withdrawal of a consent

When the processing of information is subject to your consent, you may withdraw your consent at any time. Withdrawing your consent does not affect the lawfulness of

processing before the withdrawal of the consent. Withdrawals can be made by requesting withdrawal from customerservice@marimekko.com.

Right to lodge a complaint with a supervisory authority

If you consider that the processing of personal data relating to you infringes the data protection regulation, you have the right to lodge a complaint with a competent supervisory authority. You may lodge your complaint in the EU Member State of your habitual residence, place of work or place of the alleged infringement.

Other rights

You have also right to object processing or request restricting processing. You may also request the personal data collected based on your consent and provided by you to be transmitted to another controller in a case where the data is in machine-readable and transferable format.

10 Whom can you contact?

If you have any questions related to the personal data processing or you want to exercise your abovementioned rights, please contact customerservice@marimekko.com.

11 Updates to Privacy Statement

Marimekko drives to develop continuously its business and data protection tools and reserves the right to amend this Privacy Statement. When required by applicable laws Marimekko may contact you in order to provide information about updates or changes that may have effects on you.