

Data Protection Notice (Privacy Policy) for Abau Design Oy

Effective Date: 3.12.2025

1. Introduction

Abau Design Oy ("we," "us," or "our") is committed to protecting the privacy and security of the personal data of our website visitors and business contacts. This Data Protection Notice explains how we collect, use, and protect your personal data in accordance with the European Union's General Data Protection Regulation (GDPR) and other applicable Finnish data protection laws.

2. Contact Information (Controller)

The data controller responsible for the processing of your personal data is:

Detail	Information
Company Name	Abau Design Oy
Business ID (Y-tunnus)	3299363-3
Address	Lapinlahdenkatu 16, 00180 Helsinki, Finland
Email	info@abau-design.com
Telephone	+358 (0)50 337 9549

3. What Personal Data Do We Collect and Why?

Since the website is informational and does not process direct sales, we primarily collect data necessary for communication and business inquiries.

Category of Data	Purpose of Processing	Lawful Basis (GDPR)	Retention Period
Contact Data (Name, email address, phone number, company, address)	To respond to contact form inquiries, manage business inquiries, and provide quotes or product information.	Legitimate interest (responding to inquiries and managing business communications).	For the duration necessary to manage the inquiry or business relationship.
Technical Data (IP address, browser type, operating system)	To ensure the basic functionality and security of the website (e.g., security logs).	Legitimate interest (website security and basic functionality).	Shorter for security logs (e.g., 30 days).
Marketing Data (Business Contacts) (Email address, company, professional title)	To send newsletters and professional communications about products, collections, and projects to companies and business contacts .	Legitimate interest (direct marketing to business contacts). Individuals can opt-out at any time.	Until the recipient objects or the business relationship ends.

4. Sources of Personal Data

We primarily collect personal data directly from you when you:

- Contact us via our website's contact form.
- Email us or call us directly.
- Express interest in receiving our professional communications.

We may also collect basic technical data automatically when you use our website (e.g., security logs).

5. No Use of Cookies or Tracking Technologies

Abau Design Oy does not utilize cookies or any other similar online tracking technologies on this website. We are committed to maintaining the privacy of our visitors and only collect personal data actively provided by you or necessary for site security.

6. Disclosure and Transfer of Personal Data

We may disclose your personal data to trusted third parties, but only when strictly necessary for our business operations:

- **Service Providers:** To operate and maintain our website (e.g., IT hosting and maintenance providers) and for communications (e.g., email service providers for business newsletters). These partners process data only under our instructions and are bound by confidentiality agreements.
- **Legal Obligations:** When required by law or a court order (e.g., tax authorities, police).

Your data is primarily processed within the European Economic Area (EEA). If data is transferred outside the EEA, we ensure appropriate safeguards are in place, such as using Standard Contractual Clauses approved by the European Commission.

7. Your Data Protection Rights

Under the GDPR, you have the following rights regarding your personal data:

1. **Right of Access:** You have the right to obtain confirmation as to whether or not personal data concerning you is being processed, and, where that is the case, access to the personal data.
2. **Right to Rectification:** You have the right to have inaccurate or incomplete personal data corrected.
3. **Right to Erasure ("Right to be Forgotten"):** You have the right to request the deletion of your personal data under certain conditions.
4. **Right to Restriction of Processing:** You have the right to request that we restrict the processing of your personal data under certain conditions.
5. **Right to Data Portability:** You have the right to receive the personal data concerning you in a structured, commonly used, and machine-readable format and have the right to transmit that data to another controller (where applicable).
6. **Right to Object:** You have the right to object to the processing of your personal data when processing is based on our **legitimate interest (including marketing to business contacts)**.
7. **Right to Withdraw Consent:** Where processing is based on your consent, you have the right to withdraw your consent at any time.

To exercise any of these rights, please contact us using the contact details provided in Section 2.

8. Right to Lodge a Complaint

If you believe that our processing of your personal data infringes data protection laws, you have the right to lodge a complaint with a supervisory authority. In Finland, the relevant supervisory authority is the **Office of the Data Protection Ombudsman (Tietosuoja-valtuutetun toimisto)**.

Contact Details:

- **Website:** <https://tietosuoja.fi/en/home>
- **Email:** tietosuoja@om.fi

9. Changes to This Notice

We may update this notice periodically to reflect changes in our data processing practices or legal requirements. The updated version will be posted on our website with a revised effective date.