



# **Our privacy policy and GDPR**

Future Place  
Leadership™

## **Integrity policy for Future Place Leadership AB**

### **INTRODUCTION – INTEGRITY AND TRANSPARENCY AT THE CENTRE**

Future Place Leadership deals with all personal data in accordance with the [GDPR requirements](#). We are keen to safeguard your integrity and be transparent about how we deal with your data.

We therefore ask you to read through our privacy policy and let us know if you have any questions.

The policy contains the following elements:

- What type of personal data we collect and for what purposes
- For how long we store your data and for what purposes
- Your rights, including how you get access to your personal data that we store.

### **WHAT INFORMATION DO WE USE, AND WHY?**

We will use your contact information and correspondence with you to – as far as possible – send information and invitations that may interest you, on the following themes:

1. Talent attraction and retention
2. Investment promotion and Business Attraction Management
3. Digitalisation
4. Place branding
5. Sustainability and innovation of places
6. "Place making" & urban development
7. Tourism and destination marketing
8. Cluster development and management

Examples of invitations:

1. Trainings & courses
2. Workshops & seminars
3. Innovative development projects
4. Nordic Place Branding Conference, the largest annual forum for place branding, place marketing and investment promotion in Northern Europe.

No third party will have access to your contact information or other data. You can withdraw your consent and unsubscribe at any time.

## DATA WE WILL PROCESS

### Contact with potential customer

Establishing business relationships with customers in order to develop our services, products and offerings is an important part of our core business. In order to contact you as a potential customer contact regarding our services and products, we would need to collect information to be able to tailor our offer.

These data are either collected through internal networks or third parties, such as public registers or social media, and stored in our CRM system with the goal of establishing a business relationship with you and inviting you to events, trainings or conferences that meet your needs.

The processing of these personal data is based on our legitimate interest in establishing and maintaining business relationships as well as developing services, products and systems. Your personal information is stored securely in our database for market outlets for communication and information purposes. We will only make such mailings that are deemed relevant to your professional role. With each mailing you will be given the option of unregistering, an opt-out. In cases where we have contacted you and you decline to create or explore a further relationship until further notice, your personal information will be highlighted by the business system with a note not to resume contact. We will also cease to market to you. You can also request to be deleted entirely from our database.

### Regular updates of our platforms for information and data storage

We will process your personal information until it is no longer required to meet the above mentioned purpose or until you no longer are registered with us. The personal data will then be deleted without unnecessary delay. If a business relationship has not been developed within one year of our first contact, your personal information will be deleted. We have also set up updating routines to regularly delete such contact information that no longer fulfills its purpose.

Personal data that may be collected:

- First and last name
- Contact details such as
  - e-mail address,
  - telephone number,
  - professional title and
  - workplace address
- Information about previous employers (in case you have previously been a customer)
- Correspondence between you and us that can provide important hints about your thematic / professional interests, which will make it easier for us to meet them with relevant communication

### Contact person with existing customer

Establishing business relationships with customers in order to develop our services, products and offerings is an important part of our core business. In order to contact you as a potential customer contact regarding our services and products, we would need to collect information to be able to tailor our offer.

# Future Place Leadership™

These data are either collected through internal networks or third parties, such as public registers or social media, and stored in our CRM system with the goal of establishing a business relationship with you and inviting you to events, trainings or conferences that meet your needs.

The processing of these personal data is based on our legitimate interest in establishing and maintaining business relationships as well as developing services, products and systems. Your personal information is stored securely in our database for market outlets for communication and information purposes. We will only make such mailings that are deemed relevant to your professional role. With each mailing you will be given the option of unregistering, an opt-out. In cases where we have contacted you and you decline to create or explore a further relationship until further notice, your personal information will be highlighted by the business system with a note not to resume contact. We will also cease to market to you. You can also request to be deleted entirely from our database.

## Regular updates of our platforms for information and data storage

We will not process your contact information beyond what is necessary for the above mentioned purposes. Personal data that have become out of date, such as due to retirement or terminated business relationship, are deleted without unnecessary delay as soon as we receive information about this. The data will also be deleted without unnecessary delay at your explicit request. We have also set up updating routines to regularly delete such contact information that no longer fulfills its purpose.

Personal data that may be collected: *Sames as above with Potential clients.*

## **Seminars, training and conferences**

In order to provide seminars and courses, register the number of participants, print the required documentation and to be able to make marketing reports, we need to process the participants' personal data. The processing of your personal data is based on our legitimate interest in setting up attendance lists, etc. and otherwise administer seminars and trainings that you have signed up for. It is also in your employer's interest to participate in the programs that you have shown interest in. Your personal data recorded on a participant list may be transferred to external lecturers who are participating in trainings, with the purpose of making it easier for them to prepare adequately. Your personal information will be processed by us during the course of the training and then for one year for marketing purposes. However, our processing of personal data will terminate earlier if you explicitly request it.

Personal data that may be collected:

- First and last name
- Contact information such as
  - e-mail address
  - phone number
  - workplace and job title
  - billing information
- Details of cost preferences

## **YOUR RIGHTS**

### **You are entitled to revoke the consent**

In cases where the data treatment is based on your consent, you are entitled to recall this at any time by contacting us.

### **You can request access**

You are entitled to receive a copy of the personal information we have about you. You can write or call us and request a copy of other personal information we have about you. Please include information that can help us identify and locate your personal information. Access to your information will be provided free of charge. However, if you want additional copies, we will charge a reasonable administration fee.

### **You are entitled to rectification, deletion, limitation and right to object to treatment**

We want to ensure that the personal information we have about you is accurate and up to date. If any information we have is incorrect, please let us know. You may at any time request to have your personal information corrected:

- You have the right to have your personal data deleted, including in case they are no longer required for the purpose, or if the treatment is based on your consent and you revoke this.
- You are also entitled under certain conditions to limit the processing of your personal data and at any time object to the processing of your personal data if the legal basis for the treatment is a public interest or an interest balance and when your personal data is processed to send direct marketing to you.
- We will update and delete your information, except if we are entitled to continue processing them for legitimate legal purposes.

## **QUESTIONS?**

Please get in touch with Pärtel-Peeter Pere, at +46 70-794 90 21 or [ppp@futureplaceleadership.com](mailto:ppp@futureplaceleadership.com).