

## Privacy Policy – PrintNord

Last updated: May 25, 2025

This Privacy Policy explains how PrintNord (a trading name of **Oy Rossi Ventures Ab**, Business ID: 3533901-2) collects, processes, and protects your personal data in accordance with the **General Data Protection Regulation (GDPR)** and Finnish data protection law.

By using our services or website, you agree to the terms of this policy.

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### 1. Who We Are

PrintNord is operated by:

**Oy Rossi Ventures Ab**

Business ID: 3533901-2

Katajasaarenkatu 6 A 4, 53900 Lappeenranta, Finland

Email: hello@printnord.com

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### 2. What Personal Data We Collect

We collect and process the following types of data:

- **Contact details:** name, address, email, phone number
- **Order data:** products, customizations, shipping address
- **Uploaded content:** images, logos, slogans, etc.
- **Payment information:** handled by third-party processors (not stored by us)
- **Technical data:** IP address, browser language, device type, location
- **Marketing preferences:** newsletter consent status
- **Support history:** messages exchanged with our team

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### 3. Legal Basis for Processing

Your data is processed under the following legal grounds:

- **Contractual necessity:** to fulfill your order
- **Legal obligation:** for compliance with tax, accounting, and consumer law
- **Legitimate interest:** to localize and improve your experience

- **Consent:** for marketing emails and optional communication

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## 4. How We Use Your Data

We use your personal data to:

- Process and ship your orders
- Send order confirmations and updates
- Provide customer service
- Adapt language, tax, and shipping settings to your location
- Send newsletters or promotions (only with consent)
- Fulfill legal and regulatory obligations

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## 5. Newsletters & Marketing

We only send marketing communications if you have provided explicit consent. You can unsubscribe at any time via the link in any email or by contacting us.

We maintain a log of your consent and withdrawal in accordance with GDPR.

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## 6. Localization & Regional Settings

We may use your IP address, browser language, or shipping country to:

- Show the correct currency and VAT
- Pre-select language and delivery preferences
- Ensure regional legal compliance

This is based on our legitimate interest in providing a functional and compliant user experience.

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## 7. Sharing Your Data

We do not sell your personal data. It may be shared only with trusted partners:

- **Payment processors:** Stripe, Klarna, Apple Pay, Google Pay
- **Shipping and fulfillment partners**
- **IT and support infrastructure providers**

- **Authorities** when legally required

All partners are GDPR-compliant and process data securely.

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## 7A. Social Media & Advertising

We may use anonymized or hashed personal data (such as your email address) to build **custom or lookalike audiences** on advertising platforms like Facebook, Instagram, and Google Ads. This helps us display relevant promotions to existing or similar users.

These platforms never receive your full personal data, and all handling is governed by their own privacy policies. You can manage your ad preferences directly within those platforms.

We do not sell your personal data.

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## 8. Data Retention

We retain personal data only as long as necessary:

- To fulfill your orders and provide service
- To meet legal obligations (e.g., bookkeeping, up to 6–10 years)
- While marketing consent is active
- Custom design files may be temporarily stored for reorders

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## 9. Your GDPR Rights

You have the right to:

- Access your data
- Correct inaccurate information
- Request deletion ("right to be forgotten")
- Withdraw consent for marketing
- Object to processing based on legitimate interest
- Request data portability

To exercise any of these rights, contact us at [hello@printnord.com](mailto:hello@printnord.com).

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## 10. Data Security

We prioritize security and confidentiality in all data processing.

Our website uses **TLS (Transport Layer Security)** encryption to protect all transmitted data.

In rare cases (e.g., email communication), **SSL (Secure Sockets Layer)** may be used as a fallback. **TLS is prioritized wherever possible.**

All payment transactions are processed by **PCI-compliant third parties**, and we **do not store your full card information.**

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## 11. International Transfers

We do not transfer your data outside the EU/EEA unless it is necessary and protected by **Standard Contractual Clauses (SCCs)** or other approved safeguards.

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## 12. Cookies & Tracking

We use cookies to:

- Operate cart and session features
- Localize language, VAT, and shipping
- Analyze usage and prevent fraud

You can manage cookies through your browser.

For more information, see our [Cookie Policy](#).

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## 13. Changes to This Policy

This policy may be updated over time. The current version is always available on our website.

By continuing to use our services, you accept the latest version.

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## 14. Contact & Complaints

Questions? Contact us at:

[hello@printnord.com](mailto:hello@printnord.com)

You may also lodge a complaint with the Finnish Data Protection Ombudsman:

<https://tietosuoja.fi/en/home>