

## Privacy Notice

Effective Date: May 25, 2018

We at Taisto Guitars which is name of Taisto Group Oy respect your concerns about privacy. This Privacy Notice describes the types of personal information we collect about consumers, how we may use the information and with whom we may share it. The notice also describes the measures we take to safeguard the personal information. In addition, we tell you how you can ask us to (i) access or change the personal information we maintain about you, (ii) withdraw consent you previously provided to us, (iii) refrain from sending you certain communications, and (iv) answer questions you may have about our privacy practices.

This document contains:

- Information We Obtain
- How We Use The Information We Obtain
- Interest-Based Advertising
- Information We Share
- Your Options
- Non Our Company Places and Services
- How We Protect Personal Information
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### **Information We Obtain**

We may obtain consumer personal information (such as name, contact details and payment information ) in connection with various activities such as (i) use of the Taisto Guitars website, (ii) shipping activities, (iii) events in which we participate, and (iv) promotions and other offers.

The types of personal information we may obtain include:

- Individual and business contact information (such as name, company name, physical address, email address and telephone number)
- Shipping information - such as shipping-related contact details like name, physical address, email address and telephone number and information provided to us regarding the content of shipments, but only to the extent an identifiable person can be linked to such content.
- Names, email addresses and telephone numbers of others to whom we are asked to send information
- Information provided in response to surveys
- Social media handles, content and other data posted on our official social media pages or elsewhere on the Internet (such as other public locations), and information (such as email address and other information you allow to be shared)

- Payment information (including payment card details or online payment services number and invoicing address) and financial information (such as bank account numbers)
- Tax identification number in circumstances in which you request products or services for which this information is required, or in connection with certain promotions or prize draws

In addition, when you visit our websites, use our apps, widgets or plug-ins, we may collect certain information by automated means, such as cookies and web beacons. The information we collect in this manner includes IP address, unique device identifier, browser characteristics, device characteristics, operating system, language preferences, referring URLs, information on actions taken, and dates and times of activity.

A "cookie" is a text file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings in the browser. A "web beacon" also known as an Internet tag, pixel tag or clear GIF, links web pages or apps to web servers and may be used to transmit information back to a web server. Through these automated collection methods, we obtain and store "clickstream data to tell us usage patterns.

We may link certain data elements we have collected through automated means, such as your browser information, with other information we have obtained about you to let us know, for example, whether you have opened an email we sent to you. We also may use third-party analytics tools that collect information about visitor traffic on our websites or apps. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies.

Please note, however, that without cookies you may not be able to use all the features of our websites or apps. Both we and others (such as our advertising networks) may collect personal information about our visitors' online activities, over time and across third-party websites, when using our websites and apps.

The providers of third-party apps, tools, widgets and plug-ins on our websites and apps, such as Facebook "Like" button, also may use automated means to collect information regarding your interactions with these features. This information is subject to the privacy policies or notices of these providers.

### **How We Use The Information We Obtain**

We may use the information we obtain to:

- Deliver and track shipments
- Provide products and services you request
- Process and collect payments
- Provide customer support and respond to and communicate with you about your requests, questions and comments
- Offer you products and services we believe may interest you

- Enable you to post on our blogs and interact with us through social media
- Operate, evaluate and improve our business
- Perform data analyses (including market and consumer search, trend analysis, financial analysis and anonymisation of personal information)

### **Interest-Based Advertising**

On our websites and apps, we may collect information about your online activities for use in providing you with advertising about products and services tailored to your individual interests. This section of our Privacy Notice provides details and explains how to exercise your choices.

You may see certain ads on other websites because we participate in advertising networks. Ad networks allow us to target our messaging to users through demographic, interest-based and contextual means. These networks track your online activities over time by collecting information through automated means, including through the use of cookies, web server logs and web beacons. The networks use this information to show you advertisements that may be tailored to your individual interests. The information our ad networks may collect includes information about your visits to websites that participate in the relevant advertising networks, such as the pages or advertisements you view and the actions you take on the websites. This data collection takes place both on our websites and on third-party websites that participate in the ad networks. This process also helps us track the effectiveness of our marketing efforts. To learn how to opt out of this ad network interest-based advertising, [select here](#).

### **Information We Share**

We do not sell or otherwise share personal information about you – other than that which is described in this document. To perform our delivery services, we share shipping information with third parties such as shippers, consignees, third party payers and recipients. We also share personal information with third parties who perform services on our behalf based on our instructions. These third parties are not authorised by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements.

We also may share the personal information we obtain with our affiliates, franchisees, resellers and joint marketing partners. These entities, which collectively are referred to here as the "Business Partners", may use the information for the purposes described in this Privacy Notice.

Information collected through third-party apps, tools, widgets and plug-ins (such as information obtained through third-party login services or relating to your use of a Facebook "Like" button) is collected directly by the providers of these features. This information is subject to the privacy policies of the providers of the features.

We also may disclose information about you (i) if we are required to do so by law, regulation or legal process (such as a court order or subpoena), (ii) in response to requests by government agencies, such as law enforcement authorities, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity. We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganisation, dissolution or liquidation).

## **Your Options**

We offer you certain choices about how we communicate with you and what information we collect from you. You may choose not to receive marketing email communications from us by clicking on the unsubscribe link in our marketing emails or contacting us as specified in the "How To Contact Us" section below. You also may ask us not to send you other marketing communications by contacting us as specified in the "How To Contact Us" section below.

## **Non Our Company Places and Services**

For your convenience and information our websites and apps may contain links to non-our company places that may be operated by companies not affiliated with us. These companies may have their own privacy policies or notices, which we strongly suggest you review. Our services also may be made available to you through third-party platforms (such as providers of app stores) or through other third-party channels. We are not responsible for the privacy practices of any non our company places or services.

## **How We Protect Personal Information**

We maintain administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use. Although we take steps to limit access to our facilities and vehicles to authorised individuals, information that is located on the outside of a package or letter may be visible to others.

## **Updates To Our Privacy Notice**

This Privacy Notice may be updated periodically and without prior notice to you to reflect changes in our personal information practices.

## **How To Contact Us**

If you have any questions or comments about this Privacy Notice, or if you would like us to update information we have about you or your preferences, please contact us by e-mail using the E-mail Application or using the Web site contact forms