

PRIVACY POLICY

Rossum Oy

Last updated: 8 January 2026

1. Data Controller

Rossum Oy
Business ID: 0978238-7
Niemenkatu 73
FI-15140 Lahti
Finland

Email for data protection matters:
asiakaspalvelu@rossum.fi

2. Collection of Personal Data

2.1 Contact Forms and Demo / Meeting Requests

We collect personal data through contact forms and demo or meeting request forms on our website. The collected data may include:

- Name
- Company
- Email address
- Phone number (optional)
- Subject of inquiry
- Message (optional)

The data is used to respond to inquiries, process demo and service requests, and for the sale, marketing and management of B2B software services in the context of communication with representatives of business customers.

We collect data when you register, visit the Rossum website or use Rossum's services. This means we primarily collect personal data directly from you.

Personal data may also be purchased for one-time marketing purposes from third-party registries. We may also collect personal data from public sources.

Legal basis for processing:

Article 6(1)(b) of the GDPR (performance of a contract) and/or Article 6(1)(f) (legitimate interest of the controller).

2.1.1 Spam Protection (Google reCAPTCHA)

The contact form uses the Google reCAPTCHA service (Google Ireland Limited) to prevent spam, automated bots, and other misuse. reCAPTCHA analyses user behaviour on the form page and may collect the following data:

- IP address
- Browser and device information (e.g. operating system, screen resolution, browser version)
- Cookie data (including the _GRECAPTCHA cookie)
- Mouse movements and keyboard usage patterns on the form page
- JavaScript environment data

Legal basis of processing:

Legitimate interest of the data controller (GDPR Article 6(1)(f)) to protect web forms from misuse and spam.

2.2 Technical Log Data

The website servers automatically collect technical data to ensure site functionality, security, and error resolution. The following data may be recorded in server logs:

- IP address
- Browser and browser version (User-Agent)
- Operating system and device type
- Requested page and referring URL (referrer)
- Date and time of the request
- Server response code and amount of data transferred

This data is used solely for the technical maintenance of the website, ensuring information security, and investigating potential misuse.

Legal basis for processing:

Legitimate interest of the data controller (GDPR Article 6(1)(f)) to maintain site functionality and information security.

3. Cookies and Tracking Technologies

We use cookies and similar technologies on our website to ensure functionality, analyze usage, and develop our marketing activities.

The tools used may include:

- Google Analytics
- Google Tag Manager
- LinkedIn Insight Tag
- Google Ads and LinkedIn Ads remarketing

These tools collect information such as:

- website usage and browsing behavior
- visitor volumes and traffic sources
- advertising performance and optimization

The data is processed primarily in anonymized or pseudonymized form.

Cookies provide us with information about our visitors, which we use for purposes such as marketing planning. This allows us to target our communication as effectively as possible. Data collected through cookies may also be used for targeted marketing, which means you may see advertisements for products you have previously viewed on our site. We do not disclose your data to third parties for their marketing purposes.

The use of cookies and tracking technologies is based on the user's consent, which is managed via a cookie consent banner.

4. Email Marketing

Rossum Oy may send marketing communications by email if:

- the data subject has given explicit consent, or
- the communication is directly related to a prior service request or an existing customer relationship in accordance with applicable legislation.

The data subject may unsubscribe from marketing communications at any time.

5. Data Retention

Personal data is retained only for as long as necessary for the purposes described:

- Contact form and lead data: up to 36 months
- Analytics and technical log data: up to 25 months
- Marketing consents: until consent is withdrawn

Data may be retained longer where required by law.

6. Data Sharing and Transfers

Personal data may be processed by the following service providers:

- Google (Analytics, Ads, Tag Manager, reCAPTCHA)
- LinkedIn (Insight Tag, advertising services)
- Folcan Oy (marketing agency)
- Pipedrive (customer relationship management, manual use)
- Google Workspace services (email and document handling)

Some service providers may process data outside the EU/EEA. In such cases, data transfers are carried out in accordance with GDPR requirements, using EU Commission–approved Standard Contractual Clauses (SCCs) or other lawful transfer mechanisms.

7. Rights of the Data Subject

The data subject has the right to:

- access their personal data
- request rectification or erasure of data
- restrict the processing of personal data
- object to direct marketing
- withdraw consent at any time
- request data portability where technically feasible

Requests related to data protection should be sent by email to:
asiakaspalvelu@rossum.fi

Rossum Oy will respond to requests within one month.

8. Data Security

Rossum Oy applies appropriate technical and organizational measures to protect personal data, including:

- encrypted connections (HTTPS)
 - access control and user rights management
 - system security measures
 - internal data protection practices and training
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9. Changes to This Privacy Policy

Rossum Oy reserves the right to update this Privacy Policy as necessary. The most current version is always available on the company's website.