

SHIFT PRIVACY POLICY

Please read this privacy policy carefully as it contains important information regarding your legal rights, remedies and obligations.

By using our site, you agree to this privacy policy. If you do not agree, do not use the site or any service provided on it.

1. **General**

These terms and conditions for privacy (hereinafter "Privacy Policy") is applied to the site www.theshift.fi, including relevant sub-sites, (hereinafter the "Site"). The Site is provided by and property of Shift Events Oy (hereinafter "SHIFT", "we", "us", or "our") and its licensors.

By using the Site you understand and agree that this Privacy Policy govern your access to and use of the Site. Please notice that by using the Site you agree to comply with and be legally bound by our Privacy Policy, regardless whether you sign into our mailing list, become a registered volunteer or buy a ticket to the festival.


If you do not agree to any part of this Privacy Policy, you should stop accessing the Site.

Please note that this Privacy Policy may be amended from time to time.

2. **Definitions**

For this Privacy Policy, the following definitions shall be applied:

- a) "Collective Information" means information about all of our users or specific groups or categories of users that we combine together thus that a data subject may no longer be identified;

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- b) "Data Controller" means SHIFT, which is the organisation responsible for the processing of Personal Data;
 - c) "Data Subject" means an identifiable natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;
 - d) "Third parties" means companies or persons not related to SHIFT by common ownership or control and all other unrelated individuals;
 - e) "Personal Data" means information relating to a Data Subject; and
 - f) "Processing" means any operation or set of operations which is performed on Personal Data or on sets of Personal Data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

3. **How we gather Personal Data**

Firstly, we gather personal data that you make available to us when accessing or using our Site, for example information that occurs when you fill forms (eg. registration for a volunteer or buying a ticket) on Site, book or pay for any associated services that may be available, post comments or reviews, or communicate with other users or with us.

Secondly we receive Personal Data from your use of the Site, such as mobile data, log data, cookies and other data related to tracking technologies and Third party social plugins.

Using such tracking technologies such as cookies will help us to provide our service. By using the service of our Site, you'll accept the use of cookies and other tracking technologies in your browser.



4. **How we use Personal Data**

We process your Personal Data for following purposes:

- (a) to operate, protect, improve and optimize our users' experience (i.e. the Site) and our business operations, for which we may inter alia perform analytics, conduct research, personalize or otherwise customize your experience;
- (b) to help create and maintain a data secure and data protected environment on the Site, including performing risk assessments and actions for preventing and reject actual and potential misconduct, malpractice, assaults and other unwanted activities which may cause any damage to you or us;
- (c) to provide customer service and to send you messages, reminders, technical notices, updates, security alerts related to the Site, and information requested by you;
- (d) to send you marketing, advertising, and promotional messages and other information that we see to interest you, including information about us, our services, or general promotions for partner campaigns and services. You can unsubscribe or opt-out from receiving these communications by sending us email to communications@theshift.fi. Please note that by registration to the mailing list, as a volunteer or as a festival member (buying, or otherwise giving your consent to receive a ticket) you give explicit consent for SHIFT to process your Personal Data for electronic direct marketing under the Section 200 of the Finnish Information Society Code (917/2014, as amended);
- (e) to administer referral programs, rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored or managed by SHIFT or our third party business partners; and
- (f) to comply with our legal obligations, resolve any disputes that we may have with any of our Site users, and enforce our agreements with third parties.





5. **How we protect Personal Data**

We do our best and continuously implement and update our measures to protect your Personal Data against unauthorized access, destruction or alteration. We act in accordance with authorities and our cooperation partners to guarantee you data protection under the applicable laws. Nevertheless you shall remember that in case of the internet, not any information is entirely sure and secure.

You may review, update, correct or delete your Personal Data by sending us email to communications@theshift.fi. You are also entitled to be forgotten completely by us, if so requested, but please remember that in such case the lost information may not be brought back. Please notice that removal of Personal Data does not have effect on Collective Data.

Please note that we cannot and do not have control over other websites than the Site, even though a link to such site may be contained to our Site. These other websites may place their own cookies, web beacons or other files on your device, or collect and solicit Personal Data from you under their own rules about the collection, use and disclosure of Personal Data. You should read all related terms and conditions and policies before entering such site. Do not enter or use a website which you do not trust or agree with on matters related to your privacy.

6. **How you can contact us**

In case you have any questions on this Privacy Policy or you want to send us notices, such communication shall be sent to communications@theshift.fi

