

Privacy policy

In this Privacy Policy, we tell you about Tana's personal data processing in general and provide information on how we use personal data about you in specific situations such as for marketing and when you visit the tana.fi website ("Website") or functions linked to the Website. The processing of personal data, such as name, address, email address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to Tana Ltd. "Personal data" means information relating to you or another identifiable individual.

This Privacy Policy covers our collection, use and disclosure of information we collect through our website, www.tana.fi. Tana is committed to protecting your privacy and will process your personal data only in accordance with relevant data protection legislation and good data processing practice.

User tracking

We use Leadoo's tracking service to follow what users are doing on the site and combine this behavioral data with other data we can gather from e.g. chat interactions. Leadoo uses etag tracking in order to hook together the same user's behavior over several sessions – in practice this works similarly to cookie based tracking. Please check out Leadoo Marketing Technologies Ltd's Privacy Policy (<https://leadoo.com/privacy-policy/>) for more information on what is tracked and what your rights are. Leadoo works as the Processor and we work as the Controller for the data in terms of GDPR. You can stop the tracking by emptying your browser's cache after the visit. For more on how Leadoo works as a GDPR compliant processor, see <https://leadoo.com/privacy-policy-processor/>

Why do we process your personal data?

We may collect personal data on you for a variety of reasons in specific situations such as when you purchase TANA products, use or register into our products and services (e.g. sign up for our newsletter), become part of the Tana employee or distributor network or otherwise interact with us. For more information on a specific type of data processing, please look to the topic specific privacy notices listed below. Tana uses personal data about you for the following purposes:

- To deliver services, such as newsletters, training or support your request or purchase;
- To alert you on product upgrades, updated information and other services from Tana;
- To operate, audit, analyze, develop, improve, manage and protect our services;
- To manage, host, analyze and develop the customer relationship;
- For market research and direct electronic marketing in accordance with applicable law;
- To protect our rights and/or our property and to prevent and investigate fraud and other misuses; and
- To comply with any mandatory legal requirements and/or in connection with law enforcement or other civil or criminal legal proceedings

Tana strives to continue to develop the website to ensure the highest quality and a broader scope of services. We may use your personal data to communicate with you. We may provide additional information relating to our products and/or services or other topics related to Tana.

You can find more detailed information about how Tana processes personal data on the following topics by clicking on the link:

- A. Marketing privacy notice. [Learn more here.](#)
- B. Processing of personal data on Tana's whistleblowing channel. [Learn more here.](#)

- C. Customer, marketing and contact database. We may use and collect your personal data such as name and email address for general business purposes related to sales and marketing. [Learn more here.](#)
- D. Information management system database (TANA ProTrack®). This database contains information about TANA products that has been collected with remote online access to the machine's control system. This information includes vital operational statistics, but also personal data of the owner of the machine and its affiliates (name and contact information) and personal data of Tana distributors (name and contact information). We may collect your personal data to enable more accurate troubleshooting by the distributor and Tana dealer support. [Learn more here.](#)
- E. Human Resource Planning (HRP) database. Tana's HRP database contains personal data related only to Tana employee network. This information is needed to properly manage our business affairs and the employment and training of our staff. [Learn more here.](#)

What kind of information do we collect about you?

The types of personal data we collect on you typically include information such as:

- your identification and contact details, such as your name, company, email address and telephone number;
- information on the customer relationship, such as communication preferences, your product interests and the use of TANA products and services;
- technical information, such as your IP address, pages you visit, the links you use, the content you viewed, information about your devices and other technical information your browser provides us with or as may be otherwise collected in connection with our services

We do not collect any sensitive information.

We only collect personal data that you voluntarily submit on our website. For example, when you fill in the contact request form, your name and email address will be asked. If you wish you can also fill in your telephone number and additional information regarding the contact request. Additionally, we will ask your email address or other necessary personal information when you download publications from our website.

If you have allowed cookies in your browser settings, your IP address can be linked with the information you have submitted on our website in order to improve our customer communications.

How do we use the information about you?

How we use information on you depends on why the information was originally collected. To give you an idea of how we process personal data, we have included some examples below. For more detailed information, please see our topic specific privacy notices.

- To process and reply to contact requests
- To monitor the use of our website and to improve the site functionality and the user experience
- To monitor the efficiency of our sales promotion and marketing campaigns
- To advertise and offer our services to you as allowed by law
- To improve customer communications and to recognize potential customers

Do we share information with others?

Tana will not generally transfer any personal data outside the company. However, we may use third parties, such as service providers, to collect, store and process personal data on our behalf. Such service providers are only allowed to process your personal data to the extent necessary for them to provide the service we have requested from them. Your information is not disclosed to other organizations for commercial purposes.

However, your information can be transferred to companies who provide services to us outside the EU and EEA. Third parties have no permission to use the information for their own purposes and they must be committed to ensure that an adequate level of data protection is met.

For how long do we store information on you?

We store personal data only as long as is necessary to fulfil our rights and obligations related to the data. However, as these rights and obligations vary from one processing situation to another, we provide more information on such storage times in the topic specific privacy notices.

Once personal data is no longer necessary, we delete it or anonymize it as soon as possible.

What are cookies and how are they used on this website?

A cookie is a small text file stored on your computer.

Cookies enable us to improve our website by informing us how the site is used. We do analytical profiling e.g. to understand the popularity of different parts of the site or to know if a video file was viewed. We also follow where web content is accessed from in order to arrange our site for optimal user experience.

Cookies can collect such data as what site you have entered this site from, what browser, operating system and screen resolution your computer has and what the IP-address of your computer is i.e. which Internet-address is used for sending and receiving data.

It is possible for the visitor to block the storing of cookies by changing the settings of the Internet browser. By doing this the visitor should also accept that it may affect the functionality of the actual service.

What are your rights related to personal data processing?

At any time, you may contact Tana to check the accuracy of your personal data. Tana will, at your request, modify or erase any incomplete, inaccurate or outdated personal data. Please contact the controller of your personal data by sending an e-mail to mail@tana.fi or contacting Tana via the contact form at our website.

Can this Privacy Policy be changed?

From time to time, Tana may up-date this Policy without expressly notifying you of such changes. The up-to-date version of the Privacy Notice can always be found on this Website. It is the recommendation that you revisit this Policy periodically to review any changes to this Policy.

How to contact us?

If you have any questions and concerns related to this privacy policy, please contact Tana via the contact form at our website <https://www.tana.fi> or by sending an e-mail to mail@tana.fi.