

## PRIVACY POLICY

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You. We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

### 1. DATA CONTROLLER INFORMATION

Bone Index Finland Oy

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70700 Kuopio

FINLAND

[info@boneindex.fi](mailto:info@boneindex.fi)

<https://www.bindex.fi/en/contact/>

Tel: +358 50 448 1696

VAT: FI2414112-3

### 2. DEFINITIONS

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

For the purposes of this Privacy Policy:

<b>Account</b>	means a unique account created for You to access our Service or parts of our Service.
<b>Company</b>	(referred to as either the Company, We, Us or Our in this Agreement) refers to Bone Index Finland Ltd., Savilahdentie 14, 70700 Kuopio.
<b>Cookies</b>	are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
<b>Country</b>	refers to: Finland
<b>Device</b>	means any device that can access the Service such as a computer, a cell phone or a digital tablet.
<b>Personal Data</b>	is any information that relates to an identified or identifiable individual.
<b>Service</b>	refers to the Website.
<b>Service Provider</b>	means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
<b>Usage Data</b>	refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
<b>Website</b>	refers to Bindex websites, accessible from <a href="http://www.bindex.us">www.bindex.us</a> ; <a href="http://www.bindex.fi">www.bindex.fi</a> or <a href="http://cloud.bindex.fi">cloud.bindex.fi</a>

**You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

### 3. REGISTER NAME

“Customers” is a register containing personal data related to customers and contacts of Bone Index Finland. The information is gathered for purposes related to customer relationships, contracts and/or other business connection.

### 4. HOW WE COLLECT AND USE PERSONAL DATA

Bone Index Finland collects personal data through:

- Contacts from Our main website;
- Services provided to the individuals (such as additional service web sites, mobile applications and social media platforms);
- Marketing activities and events such as trade fairs; and
- Direct contacts (emails, phone calls, meetings) from individuals or the entity they represent.

Personal data may also be collected and updated using information provided by Our customers, partners or third-party contractors providing personal data services. Data may be shared with trusted partners and collaborators.

We process and store information of the following individual categories:

- Our customers and partners, including their representatives and employees;
- Individuals who have shown interest in Our products or services and who have contacted, left inquiries to Bone Index Finland or requested contact.
- The individuals that have been met by Bone Index Finland representatives or employees and that have provided their contact or other personal information to Bone Index Finland.

### 5. LEGAL BASES OF PROCESSING

Bone Index Finland gathers or processes personal data on the bases of:

- Legitimate interest of:
  - o providing services and delivering products to Our customers,
  - o establishing and maintaining a customer or supplier relationship, cooperation or partnership with an individual or the entity they represent,
  - o informing individuals of new products, technologies and services,
  - o product, service and business development through feedback and development ideas from individuals;
- Performing and managing contracts and the relating obligations; or
- A specific prior consent from the individual to store and process their personal data.

### 6. WHY WE PROCESS PERSONAL DATA

Bone Index Finland processes personal data for:

- Building, maintaining and analyzing customer relationships and other professionally relevant contacts;
- Providing and personalizing products and services;
- Business planning and development;

- Marketing, distance selling, polls, market research studies and customer communications, all of which may be implemented electronically and targeted at specific groups or individuals;
- Providing technical support to Our customers;
- To provide and maintain our Service, including to monitor the usage of our Service.
- To manage Your Account: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
- For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- To provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- To manage Your requests: To attend and manage Your requests to Us.
- For business transfers: We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.
- For other purposes: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

Personal data may, as allowed by applicable legislation, be processed for marketing purposes, including direct marketing, distance selling, polls and market research studies by partners or third-party contractors carefully selected by Bone Index Finland. Please see Ch. 9 for additional information.

## 7. CATEGORIES OF PERSONAL DATA COLLECTED

The following identifiers can be collected and processed from all individuals. Depending on the nature of Our contact with you, all identifiers may not be collected. While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- First and last name;
- Contact details (address [ZIP, Postal code, City], phone number, email address);
- Title and affiliation;
- The manner of establishing and the first and last dates of a customer relationship or a business connection;
- Authorizations and bans on direct marketing;
- Preferences for electronic services and content (e.g. newsletter subscriptions), technical information sent to the controller's web server (e.g. IP address, browser name, version number, web address from which the individual has moved to Our site) and cookies uploaded to the individual's browser (if personal information is included in the cookies, also their relevant content);

- Information related to marketing and sales promotion, such as marketing measures directed at the individual and the individual's involvement due to them (e.g. participation in marketing lotteries, competitions or events);
- Details related to maintaining a customer relationship or other business connection, such as orders, purchase or cancellation details of products and services, delivery of products, feedback, complaints, and customer service records (e.g. summaries or transcripts of phone conversations, emails, SMS and chat messages, including social media platforms);
- Products or services the individual has shown interest in;
- Sex of the individual;
- Birthday of the individual;
- Language;
- The change history and details of the identifiers listed above;
- Usage Data;

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

In addition to the above, the following identifiers can be collected and processed from individuals that have purchased and/or use products or services from Us:

- Customer number or other identifier;
- Invoicing and debt collection details;
- User name and password;
- Details related to a service from an identified user, such as information about the usage of a service;
- Log information about the use of a service, including the logging details, actions conducted within the service environment and their time stamps.

#### *TRACKING TECHNOLOGIES AND COOKIES*

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service. The technologies We use may include:

**Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.

**Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be “Persistent” or “Session” Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser. We use both Session and Persistent Cookies for the purposes set out below:

#### **Necessary / Essential Cookies**

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that You have asked for cannot be provided, and We only use these Cookies to provide You with those services.

#### **Cookies Policy / Notice Acceptance Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

#### **Functionality Cookies**

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

We also allow third parties to use Cookies on our Sites to collect information about your online activities over time and across different websites you visit. This information is used to provide advertising tailored to your interests on websites you visit, also known as interest-based advertising, and to analyze the effectiveness of such advertising.

### **8. WHO PROCESSES THE PERSONAL INFORMATION**

The personal data is processed only by the staff of Bone Index Finland, trusted partners or collaborators whose tasks essentially include processing personal data.

### **9. HOW INFORMATION IS SHARED AND DISCLOSED**

Personal data may be shared in the following situations

With Service Providers: We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to contact You.

For business transfers: We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.

With Affiliates:	We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.
With business partners:	We may share Your information with Our business partners to offer You certain products, services or promotions.
With other users:	when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
With Your consent:	We may disclose Your personal information for any other purpose with Your consent.

Data is shared under Our discretion and according to current applicable legislation unless the individual has denied the sharing and disclosure of their personal data. Personal data can only be shared or disclosed to partners or third-party contractors in situations where the intended purpose of the processing is not in conflict with Our methods or purposes of data processing.

Personal data can also be shared and disclosed to competent public authorities and bodies as requested and required by current applicable legislation.

Personal data can be shared and disclosed to new owners/controllers in case of company acquisition or other rearrangement of business functions.

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability
- Security of Your Personal Data

Personal data is not processed or transferred outside the European Union (the EU) or the European Economic Area (the EEA), unless this is necessary for fulfilling the purposes of processing the personal data or for the technical implementation of the processing. If data is necessary to be transferred outside of the EU or the EEA, all applicable legislation is followed in implementing the transfer.

Bone Index Finland may transfer an individual's personal data to Our direct marketing register after the ending of a customer relationship or a business connection with the individual.

## 10. DATA SUBJECT RIGHTS

All individuals whose personal data We process have the following rights, as required by law:

- To know if their personal data is being processed by Bone Index Finland and if so, access and have a copy of the personal data and have it corrected, updated or deleted;
- To restrict or limit the ways their personal data is processed;
- To object to Our processing of their personal data, if the processing occurs on the basis of legal interests, and the individual's legal rights override Our legal interests for processing the data, or if the processing is made for direct marketing purposes;

- To obtain a machine-readable copy of their data and have it transferred to another controller, if the processing relies on consent or contract made between the individual and Bone Index Finland;
- To withdraw their consent for processing personal data at any time, if consent is relied on as the basis of processing the data. This does not affect the legality of the processing of data before the consent has been withdrawn;
- To deny the processing and sharing of their personal data for the purposes of direct marketing, distance selling, market research studies and polls by contacting Bone Index Finland;
- To make a complaint about Our practices of processing of personal data to their supervisory authority.

Please send all requests for the examination, correction, update or erasure of personal information to the contact person for personal data registers. See contact details in sections 1 and 2 of this Privacy Statement. The request must be in writing, signed and dated. The request can also be made personally at Our office after showing a valid proof of identity.

To learn more about the use of Cookies by Google for analytics and to exercise choice regarding those Cookies, please visit the Google Analytics Opt-out (<https://tools.google.com/dlpage/gaoptout>) page.

#### **11. REFUSAL TO PROVIDE PERSONAL DATA**

Disclosing personal data to is not a statutory requirement. An individual does not need to disclose their personal data to Us, but refusing to do so can prevent making a contract between Bone Index Finland and the individual or the entity they represent, delivering products or services, and cause communicational issues, such as not Us not being able to reply to inquiries related to Our products.

For customer and partnership contracts, certain personal data is required to be disclosed to Bone Index Finland. The individual making the contract must provide Bone Index Finland with the requested information needed for fulfilling Our obligations and for proper identification of the customer or partner.

#### **12. AUTOMATED DECISION-MAKING IN PROCESSING PERSONAL DATA**

We do not implement any automated decision-making, including profiling, in Our personal data processing.

#### **13. PERSONAL DATA RETENTION TIMES**

The personal data of Our customers, partners and their representatives are stored for as long as necessary to maintain a customer relationship or business connection, and to fulfill Our legal obligations.

The personal data of other contacts (e.g. customer prospects) are stored for as long as necessary for the purpose of the processing.

#### **14. PROTECTIVE MEASURES**

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Bone Index Finland has implemented technical and organizational safeguards required for protecting the described register. The electronic information contained in the register is safeguarded by firewalls, passwords and other generally accepted technical safety measures on the field of information and cyber security. Manually maintained documents and records are stored in locked premises with no access from unauthorized persons.

Only selected and identified members of Bone Index Finland staff, Our Partners and approved third-party contractors have access to the personal data contained in the register under the sole permission from the controller.

### **Children's Privacy**

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

### **Links to Other Websites**

Our Service may contain links to other websites that are not operated by Us. If You click on a third-party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

### **Changes to this Privacy Policy**

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.