DNWP Privacy Policy
Marketing register
06.07.2026

1. Controller of the register

Dedicated Network Partners Oy
Valimotie 13 A
FI-00380 Helsinki

2. Contact information about the register

privacy@dnwpartners.com

3. Register name

Marketing register

4. Purpose of collection of personal data

Products, services and events marketing

5. Register information content

- Name
- Company name
- Title
- Business e-mail
- Business addresses
- Phone number

In addition to contact details, we collect online identifiers such as cookie IDs and IP addresses (anonymized) through website analytics.

6. Data retention time

Personal data is stored as long as the information is needed to fulfill, maintain and develop customer/partner/supplier relationships. The data is reviewed within the occurrence of every marketing activity.

7. Regular sources of information

The information in the marketing register is collected within the customer relationship.

8. Regular transfers and handing over of information and transfer of information outside the European Union (EU) and the European Economic Area (EEA)

The gathered information is used for informing customers/partners/suppliers about our products and services. Personal data is shared if we have legitimate interest (e.g. contractual rights) or customer consent to do so. In some cases, it is obligated by mandatory law to disclose personal data to certain authorities or other third parties, for example, to law enforcement agencies in the countries where Dedicated Network Partners Oy, or third parties acting on our behalf, operate.

The information in the register is maintained and processed mainly in Finland with some later defined exceptions.

To deliver our marketing and product updates effectively, we utilize MailerLite, an email marketing platform operating within the European Union (MailerLite Limited, Ireland). Only the minimal required contact details (Name and Business e-mail) are shared with MailerLite for this purpose.

For website analytics, we use Google Analytics (GA4). Data may be transferred to Google LLC servers in the United States. In GA4, IP address anonymization is enabled by default. For users in the EU/EEA, IP addresses are truncated and processed on servers within the European Union before being transmitted to Google's servers in the United States.

Google is certified under the EU-US data privacy framework.

9. Register data protection principles

Personal data is protected against unauthorized access or accidental data processing. The electronic data is protected by a firewall, usernames and passwords. Data transfers are protected by encryption. Possible paper copies are stored in a locked cabinet. Only personnel specifically authorized to handle personal data are authorized to access it.

In cases where the personal data is handled outside of the EEA, it’s ensured that there is a legal basis for such a transfer and that adequate protection for personal data is provided as required by applicable law, for example, by using standard contractual safeguards approved by relevant authorities as indicated in Chapter 8.

10. Automated decision-making

Automated individual decision-making, like profiling, is not used.

11. Use of artificial intelligence (AI)

We use artificial intelligence tools when we handling your contact information.

What data do we process: We process the contact information you have provided to us.

Purposes: We use artificial intelligence tools to manage and organize contact information, such as editing and sorting contact lists.

Data sharing: We use third-party artificial intelligence services. We ensure that these service providers comply with GDPR regulations.

Training: We do not use your personal data to train artificial intelligence models without your explicit consent.

12. Registered rights

According the EU GDPR regulation the registered has the right to inspect what personal information relating to him/her has been deposited in the register.

These requests related to this register can be issued to: privacy@dnwpartners.com

The right of inspection is free of charge at most once a year.

Additionally, the registered has the following rights:

- Right to claim rectification or removal of incorrect or obsolete personal data (Articles 16 and 17)
- Right to claim transfer of personal data from one system to another (Article 20)
- Right to limit the processing of his / her personal data (Article 18)

One important right is that the registered has right to object to the processing of his/her personal data (Article 21). This means that the controller shall no longer process the personal data unless the controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the registered or for the establishment, exercise or defense of legal claims.

For example, if personal data is processed for direct marketing purposes, the registered has the right at any time to object to processing of personal data relating to such marketing.

The registered has also the right to withdraw his/her prior consent to the processing of data (Article 7) or to file complaints with the supervisory authority on the processing of his/her personal data (Article 77).

You can also withdraw your consent for website tracking and marketing cookies at any time by clicking the cookie icon in the bottom left corner of our website.

DNWP is constantly developing its business and therefore reserves the right to change this privacy policy. The information may be subject to changes from time to time due to i.e. technical reasons and/or changes in our service providers, applicable legislation and legal interpretations.