



Principles of buyer data processing

In its operations Müügimeistrite AS proceeds from valid legislation regulating the processing of personal data and from other guidelines and regulations applied in the relevant field.

Client – a body corporate or a natural person ordering telemarketing services from Müügimeistrite AS

MM – Müügimeistrite AS as a data processor

Buyer – purchaser or ordering party of services or products offered

Buyer data – information on purchasers transferred to MM for the purpose of performing the objective described in the authorization agreement concluded between the Client and MM, and purchasers' data collected during performance of the relevant service

Third party – a person that is not the Client or the Buyer or a legal representative of the two latter or an authorized MM employee

Service – the telemarketing service described in the authorization agreement concluded between the Client and MM

- Processing of Buyer data refers to any operation undertaken as involving purchasers' data, incl. collecting, recording, using, forwarding, and deleting of such data.
- Buyers that have ordered a service or product offered by MM and have, in the course of formalization of their order, forwarded personal data to authorized MM employees have thereby agreed to MM's principles of personal data processing which MM as a processor applies as instructed by the controller (Client).
- MM only processes Buyer data in such ways and volumes and for such purposes which proceed from the authorization agreement concluded between MM and the Client as a controller. The composition of processed data proceeds from contracts concluded between the parties and from other documents.
- MM only processes Buyer data for the purpose of forwarding order data to the Client and of implementing the authorization agreement based objective, incl. sales related customer service where necessary.
- MM processes the following Buyer data (proceeding from the authorization agreement concluded between MM and the Client):
 - description of the product or service ordered by the Buyer,
 - name and contact details of the Buyer (postal address and e-mail address required for delivery of the order),
 - in the case of a survey, responses received.
- Buyer data may be forwarded to third parties only if this is authorized by permission of the Buyer, executed in a format enabling written reproduction, or if such forwarding is based on grounds proceeding from the law.
- MM forwards data collected within the course of performance of the contract to the controller (Client) without delay, and upon achievement of the contractual objective deletes all data collected.
- The Buyer has the right to demand from MM that it cease the processing of the Buyer's data in as much as such processing proceeds from the authorization agreement concluded between MM and the Client and/or from legislation regulating processing of personal data.
- MM has the right (informing the Client thereof) to record bilateral voice calls for the purpose of ensuring premium customer service and seamless performance of orders placed by the Buyer.
- MM guarantees that Buyer data is processed legally and securely by applying relevant security and confidentiality rules, and has employed organizational, physical, and IT related security measures to protect such data.
- MM only processes Buyer data for no longer than is necessary for achievement of contractual objectives.
- To protect their interests, the Buyer has the right to appeal to MM or the Estonian Data Protection Inspectorate.

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