

## PRIVACY POLICY

The given instruction provides a description of the personal data processing by OÜ EUROPAK ESTONIA (hereinafter referred to as EuroPark), as well as non-personally identifiable data list, processing principles, etc.

### 1. GENERAL PROVISIONS AND DEFINITIONS

1.1. EuroPark is an incorporated entity operating in the field of parking since 2002.

1.2. The following definitions are being used in the instruction descriptions.

- **A data subject is** a natural person that EuroPark has information about, which enables identifying a natural person. For instance, data subjects are clients, visitors, cooperation partners, as well as employees, any natural persons, whose personal data is at the disposal of EuroPark.
- **An instruction is** the given text, which establishes processing principles for personal data and the data that doesn't allow to identify a data subject.
- **Personal data is** any information about an identified or identifiable natural person.
- **Data is** information that is not sufficient to identify a natural person without collection of additional information.
- **The processing of personal data is** any activity to the personal data of a data subject, such as the collection, recording, organisation, storage, modification, disclosure, enabling access to, making inquiries and extraction, use, transfer, cross-usage, connection, closing, erasure, or destruction of personal data, or several of the aforementioned activities, irrespective of the way the actions are executed and the means applied.
- **A client is** any natural or legal person, who used, uses, or has requested to use the parking services of EuroPark.
- **A cooperation partner is** a natural or legal person, whose activity enables EuroPark to offer parking services to its clients.
- **An agreement is** a contract concluded between EuroPark and a client or a landowner, or a cooperation partner to provide parking services (incl. issue of a parking card, that is the purchase of long term parking right), to hand over the land to EuroPark for use, or any other agreement.
- **A visitor is** a person who visits/uses EuroPark website.
- **Cookies are** data files recorded for authentication and statistical purposes.
- **Self-service is** a self-service environment, where a client identifies himself/herself and

receives an overview of own personal data and parking cards, and where the client can proceed with activities in connection with the parking card, including modification of the parking subscription and their personal data.

## **2. PRINCIPLES**

- 2.1. EuroPark always pursues the interests of data subjects when processing personal data, rights and freedoms, respecting the rule of law, confidentiality, justice and transparency, purposefulness, accuracy, reliability, etc. principles in such a way, that there is always a willingness to prove personal data compliance of the processing with the objectives set.

## **3. NATURE OF PERSONAL DATA, PURPOSES AND GROUNDS OF PERSONAL DATA PROCESSING AND DATA STORAGE TERMS**

- 3.1. EuroPark processes (personal) data that the data subject has submitted to EuroPark (e.g., when the data subject wishes to purchase long-term parking rights by ordering a parking permit in the self-service environment of EuroPark, to file a claim on contractual penalty requests, to start mobile parking, etc.). Furthermore, EuroPark processes (personal) data it has received from a data subject on the basis of the use of EuroPark service (e.g., IP-addresses, a web browser, and language choices when visiting the website).
- 3.2. As the data controller, EuroPark processes the following (personal) data for the following purposes:
  - Personal data (name, personal identification code, or date of birth) to identify a data subject.
  - Contact information (telephone number, e-mail address, place of residence) to forward information to a data subject.
  - Bank details in case of contractual payments (bank account no., the name of the bank) to pay for a product or service, i.e. work completed.
  - Vehicle registration numbers to check the parking right, that is to perform and secure parking contract terms.
  - A vehicle registration number and photos with time and date of a vehicle in breach of parking terms.
  - Mobile phone numbers to proceed with the claims filed on contractual penalty claims and to notify about unpaid contractual penalty claims in connection with a vehicle.
  - Video surveillance at parking areas to guarantee security, including the

identification of offences committed.

- Data of IP addresses and cookies to provide better service, development, authentication etc.
- 3.3. In the previous point, all the main processed data categories are listed together with the primary purpose of processing. In addition, EuroPark processes data (including personal data) in order to:
- Manage and execute concluded agreements.
  - Listen to voice recordings or watch the footage from security cameras when processing contractual penalty claim complaints.
  - Assess the quality of the service provided to clients.
  - Make inquiries to national registers (e.g., the population register, and the commercial register).
  - Transfer (personal) data or ask for or receive the latter from cooperation partners within the framework and for the purpose of the cooperation. Such persons can be mobile operators, debt collection providers, credit registers, IT partners, and persons, institutions, and organisations who mediate or provide settlement services, postal services or other services and products.
  - Compile reports for company management and risk management.
  - Protect own rights, including the transfer of data (incl. personal data) to solicitors, institutions that settle disputes, and bailiffs.
  - Organize marketing campaigns, incl. lotteries and draws.
- 3.4. EuroPark processes data (including personal data) only on the basis of consent or the law. The processing of data and personal data shall be deemed as legal if processing is necessary in connection with an agreement or the intention to conclude an agreement.
- 3.5. On the basis of **consent**, EuroPark processes data (including personal data) accurately within limits, to the extent, and for the purpose, the data subject has determined itself. With regard to consents, EuroPark adheres to the principle that each consent shall be clearly separable from other issues, understandable, in an easily attainable format, and written clearly and simply. A consent may be granted in writing or electronically. A data subject grants its consent voluntarily, specifically, consciously and unequivocally, for example by marking a space in the website.
- 3.6. **To conclude or execute a processing agreement or to guarantee its execution**, the processing of data (including personal data) may be stipulated in a specific agreement additionally, but EuroPark processes data (including personal data)

primarily for the following purposes:

- To apply measures prior to the conclusion of an agreement;
- To identify a data subject to the extent required by the duty of care;
- To meet the obligations assumed in relation to a data subject to fulfil its obligations;
- To communicate with the data subject and to ensure the latter fulfils its payment obligation;
- To submit, execute, and protect claims.

3.7. **To conclude an employment contract, a contract for services, or an authorisation agreement** on the basis of the conclusion of the agreement and legitimate interest, the data processing (including personal data) of a person who applies for a job at EuroPark comprises the following:

- The processing of data (including personal data) of a person who applies for a job at EuroPark for the purpose of the conclusion of an employment contract;
- The processing of personal data collected from national databases and registers and from the public (social) media.

In case an applicant is not hired, the data of the applicant shall be erased after notifying them about a negative decision.

3.8. **A legitimate interest** means the interest of EuroPark in legal protection, the necessity of processing to adopt decisions in business planning, to set parking fares, to raise the quality of service, etc. On the basis of legitimate interest, EuroPark processes data (including personal data) only after a careful evaluation to determine that the processing is necessary and in conformity with the interests or fundamental rights and freedoms of a data subject. EuroPark considers the following factors in balancing the rights and interests:

- The type and origin of legitimate interest and whether the processing of data is necessary to use a fundamental right, or if it is in the public interest in some other way;
- The impact on the data subject and reasonable expectations of the data subject with regard to the future status of its data, also the type of data and the method of processing such data;
- Additional protection measures, which can limit unreasonable influence on a data subject such as minimizing data, technology favouring privacy, greater transparency, to withdraw from the participation in the processing unconditionally, and the transferability of data.

First and foremost, personal data may be processed on the basis of legitimate interest for the following purposes:

- To solve contractual penalty claim complaints, for example, to check the content of a message sent for mobile parking by making inquiries to Telia.
  - To protect the fundamental rights of EuroPark, such as to compile, present, or defend legal requirements both in court as well as in pre-trial proceedings.
  - To make inquiries to national registers to submit legal requirements (e.g., the population register, and the commercial register), if a data subject has not disclosed their place of residence or location to EuroPark in the conclusion of the agreement.
  - To guarantee IT and network security.
  - Website visitor data. EuroPark uses the data collected for statistical purposes, for web analysis, to guarantee the functioning of the website and to improve it, as well as for identification at EuroPark website self-service environment.
  - To organize campaigns (no personalised and targeted campaigns are organised).
  - To monitor the services. EuroPark may record notifications and orders submitted via means of communication (e-mail, telephone, etc.), information and other activities of EuroPark, and use these records to support internal organization or other activities.
  - For the considerations of the network, information, and cybersecurity, for instance, to fight piracy and to guarantee website security, as well as take care of system and data storage backup copies;
  - For organisational purposes, first and foremost for financial management.
- 3.9. **To fulfil an obligation emanating from the law**, EuroPark processes data (including personal data) to fulfil the obligations stipulated by the law or to apply methods of use. For instance, obligations emanating from the law in processing payments or abiding by the rules of money laundering.
- 3.10. In case data is collected (and processed) for a new purpose, different from the one for which data (including personal data) was initially collected for, or which is not based on the consent of a data subject, EuroPark shall carefully assess if it is permissible. In the assessment of the fundamental rights and interests of a data subject, EuroPark considers the circumstances outlined in Point 3.8.
- 3.11. EuroPark stores (personal) data in a form that enables to identify data subjects only when it is necessary for connection with the collection of data or subsequent processing purposes. The (personal) data that has passed its term of use shall be destroyed by using best practices.

EuroPark stores:

- accounting documents (e.g., contractual penalty claims, payment information, invoices, etc.) for seven (7) years as of the end of the financial year emanating from the law.
- (personal) data in connection with the execution of the agreements until the expiry term of contractual requirements, as a rule for three (3) years, and ten (10) years in case of an intentional breach.
- In case a claim is submitted to court proceedings before the expiry term has passed, (personal) data no longer than up to the expiry term of the claim recognized by a court judgment, i.e., ten (10) years as of the court judgment entering into force.

#### **4. DISCLOSURE AND/OR TRANSFER OF DATA TO THIRD PERSONS**

4.1. EuroPark cooperates with persons to whom EuroPark can transfer data (including personal data) and ask and receive data from them within the framework and for the purpose of the cooperation, on the following conditions:

- the respective purpose and processing are legal;
- personal data is processed according to the instructions of EuroPark and on the basis of a valid agreement.

4.2. Such persons can be mobile operators, debt collection providers, credit registers, IT partners, and persons, institutions, and organisations who mediate or provide settlement services, postal services or other services and products.

4.3. EuroPark is allowed to transfer (personal) data the third countries, only in case the recipient country shall provide the personal data to the European Commission in accordance with the decision adequate protection and has joined the *Privacy Shield* data protection framework. In particular:

- data hosting in Dropbox, for which see the processing conditions: <https://www.dropbox.com/privacy#privacy>
- EuroPark news on the EuroPark Facebook page, for which see the conditions: <https://www.facebook.com/about/privacyshield>.

#### **5. SECURITY OF PERSONAL DATA PROCESSING**

5.1. To ensure the security of (personal) data, EuroPark applies both organisational and technical measures, which obstruct the disappearance, loss, destruction, unauthorised access and disclosure of data.

- 5.2. In case an incident occurs in connection with (personal) data, EuroPark shall apply all the necessary measures to mitigate the consequences, to prevent similar incident recurrence, and for relevant risk management in the future. Furthermore, EuroPark shall register all the incidents and inform the Estonian Data Protection Inspectorate and the data subject directly, (i.e. by e-mail) or publicly (i.e. through news), if applicable.

## 6. RIGHTS OF DATA SUBJECT AND EXECUTION OF RIGHTS

- 6.1. A data subject has the following rights to the extent established by legislation in force:

- in case EuroPark processes data on the basis of the consent of a data subject, the latter has the right to inform EuroPark about its request to withdraw from the personal data processing at any time.
- to receive information and to access the personal data, i.e., the right of a data subject to receive information and to access the (personal) data collected about them.
- modification of incorrect personal data. A data subject can modify their (personal) data via own self-service account.
- to remove personal data, meaning that in certain cases a data subject has the right to request the removal of personal data, for instance, if it can be processed only upon a consent.
- to request the restriction of personal data processing. Namely, such a right arises in case the processing of personal data is not permitted by law or if a data subject contests the accuracy of personal data. A data subject has the right to restrict the processing of personal data for the time which enables the controller to check the accuracy of personal data or if the processing of personal data is illegal, but a data subject does not request the personal data to be erased.
- to request the transfer of personal data, i.e., a data subject has, in certain cases, the right to take personal data with them in a machine-readable format or to transfer it to another controller.
- to object processing of own personal data.

- 6.2. A data subject has the right to refer to EuroPark in case of the occurrence of a question, an application or a complaint in connection with the processing of personal data by using general [EuroPark contacts](#) or via email [andmekaitse@europark.ee](mailto:andmekaitse@europark.ee).

- 6.3. A data subject has the right to submit a complaint to EuroPark, the Estonian

Data Protection Inspectorate, or a court if that the data subject thinks its rights have been violated in the processing of personal data.

## 7. COOKIES AND OTHER WEB TECHNOLOGIES

- 7.1. EuroPark may collect data on the visitors of the website by using cookies (i.e. small pieces of information saved by a visitor's browser to the hard disk of their computer or another device) or other similar technologies (i.e. IP address, device information, location information) and process such data.
- 7.2. EuroPark uses the collected data for statistical purposes about the website traffic, through which EuroPark can make the use of the website more convenient. EuroPark uses software, whose cookies do not allow the website visitor to be identified.
- 7.3. The descriptions of cookies and other web technologies used by EuroPark can be found [here](#).