



# Annual General Meeting of Alma Media Corporation

## Privacy Notice

Please note that this is an unofficial translation presented only for informative purposes.

### Controller

Alma Media Corporation  
P.O. Box 140  
FI-00101 Helsinki  
Tel +358 10 665 000

### Contact

General Counsel Mikko Korttila ([mikko.korttila@almamedia.fi](mailto:mikko.korttila@almamedia.fi))  
Data Protection Officer Matti Venho ([matti.venho@almamedia.fi](mailto:matti.venho@almamedia.fi))

### Content of the register

When registering, shareholders shall provide their name and contact details, personal identification number, the number of shares and the book-entry account number, as well as the name of any assistant or proxy representative and the personal identification number of the proxy representative. In addition, if the shareholder registers by email, the email address used in the registration will be recorded to the register.

### Source of information

The information is gathered from the person who has made the registration. When making the authorization, the shareholder enters also the necessary personal data of the proxy representative.

### Data Processing

Data is processed by Alma Media Corporation and Euroclear Finland Ltd, which acts as a processor on behalf of Alma Media Corporation.

When a shareholder registers via the internet, Euroclear Finland Ltd takes care of the technical implementation of data collection. By a given personal identity number, the system compares the data given with the shareholder register of Alma Media Corporation maintained by Euroclear Finland Ltd and extracts the ownership information from the shareholder register.

Euroclear Finland Ltd acts as a controller of the data included in the book-entry register, the book-entry system and other related systems.

## Purpose and legal basis of processing

The purpose for use of this register is to enable shareholders of Alma Media Corporation to register for the Annual General Meeting. Personal data is required in order to verify the person's identity and his/ her right to attend the Annual General Meeting. The company will not disclose the collected data for commercial purposes.

Processing is necessary for compliance with a legal obligation to which the controller is subject.

## Data storage

The data will be deleted within a year from the Annual General Meeting, unless longer storage period is required by legislation.

## Transfer and disclosure

Personal data will not be disclosed to third parties, or transferred to countries outside the European Union or the European Economic Area. Data can be disclosed to authorities when necessary and when required by law.

## Data security

### A. Manual data

The manual data shall be stored in an area with restricted access, available only for the authorized persons.

### B. Data processed in digital form

Euroclear Finland Ltd shall be responsible for the maintenance of the digital register. The book-entry system and other related systems are protected using high quality technical protection and the connection from a user's browser to the server of Euroclear Finland Ltd is encrypted with SSL technology. Technical data protection is being used in the Application, by which the entered information shall remain unchanged and is available only for the authorized persons.

## Data subject rights

The shareholders have the right to access, and in certain cases, to rectify or to erase personal data on himself/ herself. The shareholder who wishes to exercise these rights, shall make a request to this effect to a contact person at Alma Media Corporation by a personally signed or otherwise comparably verified document; please see the contact details above. The rectification request should be made in writing and in sufficient detail.



If the mistake can be corrected by Euroclear Finland Ltd, the controller transmits the correction requests to Euroclear Finland Ltd. The controller cannot revise the faulty information which has come from the Account Operator.

### Right to lodge a complaint with a supervisory authority

If the data subject believes that his/ her personal data is not being processed in accordance with this privacy notice or the current legislation, the data subject has the right to file a complaint to a supervisory authority.

Drafted 13.2.2019