

## Privacy Notice of Eesti Energia AS

The responsible processor of personal data is Eesti Energia AS (Lelle tänav 22, Tallinn, reg. code: 10421629) (hereinafter referred to as EE)

### **What is the Privacy Notice about?**

The Privacy Notice:

- explains what we do in order to respect your personal data and guarantee its protection;
- explains how we collect data, use and protect your personal data;
- helps you to understand how your personal data is collected and used, and what are your rights pertaining to your personal data.

### **While processing your personal data, we follow the requirements established in the legal acts of Estonia and the European Union.**

We use the data for the same purpose we collect it for and in the extent required to achieve that purpose. We use personal data for the purpose of achieving the goal.

From the Privacy Notice, you will find the information and instructions if you are using our services, products, applications, and online environments or visit our webpages. The Privacy Notice does not contain the description of the webpages of other companies or the procedure of data processing in the course of consuming the services provided by them.

You can use our services and online environments either as a contractual client, only as a service user on the basis of the contract entered into by someone else, or by simply visiting our online environment without entering into a contract with us. All of those cases are covered by the Privacy Notice. If a client using our services enables the user to consume the services on the basis of the contract entered into between the client and EE, the client must guarantee that the user has familiarised himself/herself with the Privacy Notice.

We refer to the Privacy Notice and enable you to familiarise yourself with it upon the conclusion of the contract, and also while providing you with a service, a product, and/or the online environment. The Privacy Notice is the document which provides you with the information, and it is not a part of the contract or of the General Terms and Conditions of EE.

Just like modern services, pieces of equipment, and solutions are developing fast, the data processing activities related to them are also changing. We do our best to update the Privacy Notice in due time and to make it available for you on the webpage of EE [www.energia.ee](http://www.energia.ee). We always inform you about the most important changes made in the Privacy Notice by means of our webpage, e-mail, or in another reasonable manner.

### **What is personal data, and what kind of personal data does EE process?**

Personal data (hereinafter also referred to as data) is the data that is associated with you as a private party specifically or indirectly.

For the sake of clarity, we divide personal data into different categories, in accordance with their essence and source. The source of personal data shows the channels or persons, through which such data reaches EE.

### **Basic data**

For example, basic data includes: first name and surname, user name, personal identification number, date of birth, identity document number (e.g. a passport, ID-card), and other related information, age, address, e-mail address, the information about the ordered services or purchased goods (e.g. the composition of the service, additional services, parameters, the address of the service, used devices, etc.), and the associated static IP-address, domain name or the series number of the device, payment information (e.g. invoice address, reference number, payment address, etc.), etc.

Sources of data collection: we receive data from you and via the way you are using the services. In addition to that, we also receive some basic data from state registers.

### **Special types of personal data**

Special types of personal data include the information about racial or ethnic origin, political views, religious or philosophical beliefs, membership in trade unions, genetic data, biometric data used for the unique identification of a natural person, health data, or the data about sexual life and sexual identity of a natural person.

Sources of data collection: our goal is not to collect special types of data about you, but we may come across such data by accident, for example, via an e-mail or a phone conversation received by us in the course of communication with the client, when you disclose them to us.

### **Anonymized data**

In the same manner we handle anonymized data, which we also have to process for the purpose of service provision. For us, the anonymized data, for example, is the data collected in the course of using our webpages.

Sources of data collection: we receive data from the customers anonymized for the purpose of using EE services.

### **How do we collect your personal data?**

We enable you to use different customer service and sales environments on the Internet, other online environments, or electronic applications. Thus the composition of personal data collected by EE depends on the range of specific services and online environments used by you, what kind of data needs to be used for offering such services, the extent in which you need to forward such data to us for that purpose (e.g. when ordering a service, registering as a user, etc.), and the type of consents that you have given to us for the purpose of data processing. Upon the collection of data, we proceed from the principle of least exposure, i.e. we only collect the data required for a specific purpose.

### **We mainly collect the data in the following manner:**

- we receive data about you when you order a service or a product, register as a customer, a user of the service or the online environment, order a newsletter, send an enquiry or a complaint to us, and in other similar situations;

- data is generated while you are using our services;

- whenever required, we can also obtain personal data from other sources (e.g. from other service providers or public registers, such as the Population Register, the Commercial Register, etc.), if it is required for the conclusion of the contract, its execution or the provision of its execution, or for the performance of an obligation arising from law. In addition to that, such processing of data can also be based on your consent. You can read detailed information about the processing of data on the basis of consent below.

### **What are the grounds of and reasons for processing personal data?**

Any kind of processing of personal data must be justified. EE has divided the process of processing personal data on the basis of four legal grounds, which are: the performance of an obligation arising from law, the execution of the contract, legitimate interest of EE, and your consent.

We have divided all of the goals which we bear in mind while processing your personal data with regard to those four legal grounds. In accordance with that distribution, different terms of storage apply to those grounds and goals, and you have different rights and possibilities in terms of exerting an influence on the processing of your data and making choices.

#### **Legitimate interest**

Legitimate interest means that mainly with the aim of providing you with the best service as well as customer service, developing services, products, and online environments, and promoting customer communication and business activities we need to use your personal data, but for the purpose of contract execution exclusively it is not required. This way we can offer our clients services, products, pricing solutions, customer service, etc. just the way the clients expect from us. We can also prepare statistical data that is required for making the appropriate business solutions. We also process data on the grounds listed above if it is required for the purpose of documenting transactions carried out in the course of business activities and other business information exchange. On the basis of legitimate interest, we also process your basic data for the purpose of marketing analysis.

First and foremost, legitimate interest is the balance between your rights and ours. Within the frames of customer relations nowadays, it is assumed that a service provider is trying to make the usage of the service as well as the customer service for the customers as simple and accurate as possible. However, it is only possible to achieve that goal in the best possible way by using your personal data. We also need additional data processing, for example, for boosting the efficiency of using the channels of customer service, developing and refining our systems, preparing user statistics, etc.

The overview of the processes of processing data on the basis of legitimate interest provided above is not exhaustive. Whenever the reasonable need arises and within a reasonable scope, in accordance with legal acts, we can also process data on the basis of legitimate interest for other purposes.

Since the need for processing personal data on the basis of legitimate interest does not immediately arise from law or the contract, and at the same time it does not assume your prior individual consent, we provide you with an opportunity to turn to us for clarifications at any time as well as to file an objection against the processing of data for any of the purposes listed below.

The following goals fall under this

category: General marketing activities

Statistical data pertaining to breakdowns, sales,  
consumption, etc.(proactive service)

General customer group profiling

Fraud prevention

Safety of EE data and the protection of assets (e.g. video surveillance and the information about log-ins to EE environments)

Maintaining customer relations (dealing with enquiries, communication, customer service), online conversations with EE

Customer relations (dispute resolution) Data exchange within the

Group

EE product and service development

EE system testing

Provision of the inflow of receipts to EE

### **Processing data on the basis of consent**

We ask for your consent mainly when using such data, without which we can indeed offer our services, products, and the online environment, but without your data, personalized customer service, user experience, and convenience as well as marketing would not be complete or personalized enough.

With your consent, we wish to use your data in order to find out your shopping/purchasing behaviour and consumption habits, and/or, using the profiling methods, to find out your expectations, preferences, and needs related to consumption, in order to:

- prepare marketing offers and notices for you and choose a suitable marketing channel;
- determine your marketing segment, customer type, and/or profile;
- develop and offer new, personalized, and/or targeted services, offers, and the functionalities for online environment or to improve user experience;
- display personalized contents, offers, and advertising via the EE customer service, in sales or online environment, applications, and other electronic environments (online environment);
- forward data for processing for marketing purposes to other companies belonging to the EE Group as well as to authorised processors that process relevant data in accordance with the goals determined by EE.

You can always withdraw your consent by means of the EE online environment, in writing or in the form that can be reproduced in writing by filing a new application. Such application or withdrawal of



**Eesti Energia**

a consent do not have a retroactive effect. Proceeding from technical solutions, the provision of a consent and its withdrawal within the information system can be implemented within one day.

Any consent is valid until it has been withdrawn by filing a new relevant application, or until the termination of all of the contracts. You can give your consent both if you have entered into a contract with EE or if you are using the EE services as an identified user on the basis of the contract entered into by another person, i.e. you act as a personalized user.

With your consent, we can also use your data for marketing purposes in order to associate your data with other data, which can be the data related to the consumption of our services, goods, and online environments as well as

using credit information and online environments, including activity logs, your communication with EE, data received from authorised processors or third parties (e.g. Google Analytics data, data obtained from Facebook, information about financial standing, etc.).

As a rule, the processing of data of private parties and business customers takes place in accordance with the same rules. And still we would like to turn your attention to the fact that if you, as a private party, make a selection in favour of your data being used for marketing purposes, it does not cover carrying out the marketing analysis of a business customer to the extent that is required for preparing offers based on consumption volumes of devices and services of a business customer, since the legitimate interest of a business customer as our contractual partner is to get the offers based on his needs.

It is important that such an analysis should not proceed from a person-based approach, but from consumption volumes of a specific business customer and the analysis of the aggregate of data.

If you want to refuse from such type of data processing, you can do that by filing a relevant objection to EE.

### **For the purpose of performance of the Contract**

The processing of personal data for the purpose of the performance of the Contract mainly consists in the fact that we promise a specific result for our services and goods, and it cannot be achieved without processing personal data. We have ascertained what kind of personal data we need in order to provide products and services having the quality promised by the contract, and thus we are able to minimise the volume of personal data processing. The following goals fall under this category:

Relations preceding the conclusion of the contract

(sending enquiries to EE asking for offers)

Automatic decisions (credit rating)

Managing customer orders

Maintaining customer relations (entering into contracts, identification, sending reminders, etc.)

Supplying products/services or delivering them

Ensuring the quality of the service in accordance with the contract

After-sales service of equipment

Managing breakdowns affecting customer services and other incidents (notification,

resolution) Payment settlement procedure (preparing invoices, submitting them, payment collection)

Ensuring the safety of EE services

Detecting and eliminating technical faults in EE services

Calculating and managing the charges related to the consumption of EE services

**Performance of an obligation arising from law**

Performance of the obligations arising from law is the processing of data that we are obliged to do, since it is required from us by law as from a service provider/seller.

If the processing of data is required for the purpose of performance of the obligation arising from law, we cannot decide on whether or not to collect and save such personal data, and neither can you. The following goals fall under this category:

Accounting

Responding to the enquiries sent by state authorities

Compulsory assessment of the financial standing of a customer while providing a loan/credit Notification of a supervision institution and of a person about the violation

Ensuring the safety of the network and information systems

### **What is profiling for marketing purposes?**

Profiling for marketing purposes means such processing of data at EE, in the course of which we process your data with the help of data processing technologies, using different methods of statistical and mathematical analysis or forecasts in order to generate associations, probabilities, correlations, patterns, models, marketing profiles, etc. The above-mentioned enables us to make forecasts or deduce your expectations, preferences, and needs in connection with the consumption of goods and services we provide.

Profiling is different from other automatic data processing for marketing purposes in that it helps to predict or to forecast additional data about a person (see the examples below), which can contain inconsistencies with reality.

### **How do we use profiling for marketing purposes?**

- General segmentation, generation of customer types or profiles and attributing them to clients, in which case we can analyse demographical data about customers (age, sex), the data about using the services and other data in the aggregate, using several different methods of statistical analysis that are internationally recognised and suitable in a specific case for making a profile analysis, in order to develop different customer segments, types, and profiles, and on the basis of attribute data and probability assessment used in the profile analysis we can allocate a specific customer into a relevant segment, type, or profile (e.g. a customer that is aware of technologies, etc.) and use such assessment for making various marketing decisions (preparing an offer for the customer, personalized adapted content, displaying the advertisement in the online environment, etc.).
- On the basis of the customer journey, we make assessments of customer behaviour and interests, in which case we can analyse the data about the way customers use our services, visit our webpages, and other data related to shopping/purchasing behaviour and consumption in the aggregate, also using different methods of statistical and profile analysis in order to deduce similar behavioural patterns of customers, models and customer types, and on their basis to provide a probability assessment concerning a specific customer as to whether or not he or she will be interested in ordering a specific service and using it, the so-called prediction of the share of customer interest, etc.
- Location-based offers, in which case we can analyse the data of a customer that has used our services in a specific area and use the methods of statistical analysis and profile analysis in order to

make a decision concerning sending a marketing offer or notice to a specific customer.

You have the right to file an objection to us with regard to the processing of your personal data for marketing purposes, including with regard to profile analysis for marketing purposes, notifying EE about it.

### **What other automatic decisions do we make about you?**

#### **Credit rating**

Upon the sale of goods and provision of services on credit, including the conclusion of consumer credit contracts, we conduct the background check of a customer, in the result of which a credit rating is generated.

Your credit rating is updated regularly, at least two times a month. In order to generate credit rating, we collect:

- relevant information about your payment behaviour and background in EE information systems;
- information from public databases (official publications, information published by bailiffs, and the information from other public registers and publications, e.g. the Commercial Register, the Population Register).

#### **Debt administration**

If a customer, in spite of numerous warnings, does not pay his or her debt, we limit the provision of service, in accordance with the procedure established by law, and you will no longer be able to use the service in the usual volume/extent.

### **Are there people that can process your personal data, in addition to EE?**

**The companies of the EE Group** upon making managerial and administrative decisions. They also do that while using Group-centered information systems for the purpose of service provision.

**Our cooperation partners**, who process your data on behalf of EE. Those third parties must not use personal data for any other purposes than for the provision of a service agreed upon with us beforehand. With regard to cooperation partners, we take due measures in order to make sure that they act in accordance with the principles of the present Privacy Notice.

The companies we cooperate with are generally located in Estonia, the European Union, or the European Economic Area, but in individual cases they can also be located outside of that territory. In the latter case we also take relevant measures in order to make sure that your right for the protection of personal data is still ensured. You can get detailed information about the forwarding of your data by sending us an enquiry.

In accordance with data processing contracts entered into with our cooperation partners, in certain cases joint liability can apply, which means that both us and our cooperation partner share the responsibility for the processing of your data. In this case, in addition to our terms and conditions, the terms and conditions of data protection of our partner also apply.

Please see the list of our approved cooperation partners (authorised processors) on our webpage.

We can also forward the information about you to competent institutions (e.g. security and



**Eesti Energia**

investigative bodies, including, the police, court) if the relevant obligation arises from law. We only do that in cases established by the legislation and in accordance with strict procedures determined beforehand.

We can forward your data about payment failures in accordance with the rules established by law also to the companies

publishing  
relevant  
information.

We can also process anonymous or composite data that is not associated with you as an individual. Such data is no longer personal data, and it can be shared for other purposes and with other people.

### **How long do we store your data?**

We store your personal data within the time period that is required for the purpose of achieving the aims specified in the Privacy Notice, or until it has been provided for by an obligation arising from law.

It is important to bear in mind that in certain cases, there are exceptions that apply in relation to usual terms of deletion of data, for example, some automatic terms of deletion do not apply if there is indebtedness. Besides, the storage of anonymous data is not subject to those rules, since in this case we are no longer dealing with personal data.

Below you can find a brief list together with examples concerning the principles of data storage valid at EE. This is not a comprehensive list, and more precise terms of storage can be seen by familiarising with one's own personal data (see below):

At least within 1 month - Video surveillance

After the expiration of 6 months - Potential customers who, for example, have asked for a price quote or information about a technical feature, but have not become a client.

After the expiration of 1.5 years - Events related to the customer (consulting services, general offers)

After the expiration of 3 years - Recordings of phone conversations

After the expiration of 3 years - Details of contact persons; Events (order, complaint, incident, notice of indebtedness); Data connected with the claims sold to debt collection companies (The term of deletion applies from the moment of termination of the contract).

After the expiration of 5 years - Data collected with the purpose of money laundering and terrorist financing prevention (The term of deletion applies from the moment of termination of the contract).

After the expiration of 7 years - financial data about inactive customers; Finished products; Accounting data (including contracts after their termination)

After the expiration of 13 years - Data about indebtedness, unless there is an ongoing debt collection proceeding.

### **How do we provide safe processing of your data?**



**Eesti Energia**

We apply the required organisational, physical and information technology measures for the provision of integrity, availability and confidentiality of data. Those measures include the protection of internal and public networks of employees, information, IT infrastructure, the company, and also the protection of technical equipment and the equipment used in office buildings.

For the purpose of activities related to safety, upon the protection of information, relevant level of protection is applied, risks are mitigated, and dangers are prevented.

There are specific requirements that are valid in relation to our employees in the field of confidentiality of data and its protection, we organise trainings on the topic of personal data protection, and our employees are held liable for observing relevant obligations.

Our cooperation partners are obliged to ensure the observance of the same rules on the part of their employees as our own employees, and the employees are held liable for the observance of requirements related to using personal data.

### **What can you do to protect your personal data?**

Naturally, EE is placing great emphasis on safe storage and protection of your personal data. However, you also play a significant role in helping us to achieve that.

Before disclosing your personal data to someone or entering it somewhere, you should be aware of who is the recipient of such data and how safe its storage will be.

The disclosure of passwords, ID-card codes, and other sensitive information and sharing it with other people is not a good and reasonable solution. As for communication and internet services, you should bear in mind that by granting access to your data to other people by negligence or through any other reason, for example, on our self-service portal, you provide access to the details of services you have been using, payment details, and the data about yourself and other people you know.

If you have any doubts as to whether or not someone has been handling your personal data in accordance with our Privacy Notice, or if there is a threat that your data has fallen into the hands of strangers; let us know about it as soon as possible. This way we will be able to resolve the situation as fast as we can and help you to reduce damage to a minimum.

### **What are your rights in connection with your personal data? The right to familiarise with your data**

You have the right to familiarise with your personal data held by EE at any time. Besides, you have the right to receive information about the goals of the processing of data and the terms of storage. You can familiarise yourself with your personal data via the EE self-service portal. In order to do that, first of all, you should identify yourself and file a relevant application either via the self-service portal or by phone. We reserve the right to respond no later than within 30 days.

#### **Right to make corrections in personal data**

If, while familiarising with your personal data, you have discovered incorrect data, or if your personal data has changed, you can always make corrections either yourself on the self-service portal or by notifying us about it.

#### **Right to be erased**

In certain cases you have the right to ask for the deletion of your personal data, mainly with regard to data processing that takes place on the basis of a consent or legitimate interest. For example, it includes marketing profiles, etc. However, quite often it is not possible to delete personal data completely, since we also use your data for other purposes, in connection with which data deletion is not permitted prematurely either in accordance with the contract or by law.

#### **Right to file objections**

You have the right at any time to file an objection against the processing of your personal data, which is carried out on the basis of legitimate interest. After receiving such objection, we weigh all legitimate interests and, if possible, finish the processing of data in question.

You cannot exercise this right in a situation when we need to prepare, file, or defend a legal claim (e.g. we believe that a person has violated the contract, which is why, in order to protect our rights, we need to turn to court or another body of legal defence).

### **Right to limit the processing of your data**

In certain cases you have an opportunity to limit the processing of your data, notifying us about it in an express and explicit manner via the self-service portal. You can exercise this right in the following cases only:

- to verify the correctness of personal data if you have contested its correctness;
- to register illegal data processing;
- you need personal data for preparing a legal claim, filing, or defending it;
- you have filed an objection for the purpose of considering legitimate interest, and you wish to limit the processing of data under dispute until the decision is made.

However, you should remember that this right needs a very precise wording of the purpose of your actions, and in some cases it can lead to temporary suspension of service provision.

### **Right for data transfer**

The right for data transfer provides you with additional control over your personal data. We enable you to obtain your data in a machine-readable format or transfer your data to another service provider directly (provided that another service provider has the facilities required for accepting the relevant data in such format). We would like to pay your attention to the fact that, in accordance with the Electricity Market Act, such data transfer shall take place via Elering AS data exchange platform. EE cannot ensure and shall not be held liable for whether or not another service provider will be able to accept your personal data by means of any other channel.

Unlike the right to familiarise yourself with your data, your right for data transfer is limited by several attributes:

- you have the right to receive personal data that you have submitted to us in a structured, commonly used, machine-readable format;
- the right for transfer only applies to data that we use for the purpose of the execution of the contract, or on the basis of consent, and only in an automated manner;
- in order to exercise this right, we should also take into consideration the rights of third parties to privacy.

For the sake of your convenience, we have resolved the exercise of this right similarly to the solution pertaining to the familiarisation with personal data on the self-service portal.

### **Right to turn to EE, or to a supervision institution, or to court**

If you want to get additional information on the issues pertaining to your personal data, or if you need help with exercising your rights via self-service, you can always turn to our customer service by phone 7771545 or by e-mail [teenindus@energia.ee](mailto:teenindus@energia.ee).

If you are concerned about the fact that your personal data has been handled in a negligent manner or contrary to the provisions of the Privacy Notice, you can notify our expert on the protection of personal data by e-mail [privacy@energia.ee](mailto:privacy@energia.ee).

You always have the right to turn to the Data Protection Inspectorate or to court for the purpose of protection of your privacy rights and personal data. The Data Protection Inspectorate is a state institution that you can turn to for advice or help on the topics of the protection of personal data.

### **Using cookies in our online environments**

Just like the majority of other webpages, EE webpages and online environments also use "cookies" technology. Using cookies is connected with all of the four legal grounds mentioned above, i.e. we need them for the purpose of performance of obligations arising from law, provision of the quality of services, a more personalized and convenient service promised by the contract, and also for marketing purpose at your consent.

Cookies are small text files that are loaded into the computer of a user by means of a server of the online environment. As a result, the browser can forward the information provided by cookies about every single visit to the online environment back into the online environment, with the aim of enabling the identification of the same user.

Cookies can be forbidden in the settings of your browser. You should know that in some cases it can slow down the functioning of the webpage, or reduce the functionality of certain webpages, or prevent the access to them.

As a rule, we use the information collected by cookies for the following purposes:

**Functional cookies and the provision of services:** Cookies are very important in terms of functioning of our webpage and online services, and they allow to unify user experience. For example, if the user wishes, he or she does not have to enter his or her user name, password, and other personal details every time he or she logs into our service.

**Development of services:** By observing the usage of cookies, we can improve our online environment and the functioning of online services. For example, we receive information about what kind of parts of our webpage are the most popular, what webpages our users move on to after ours, or what webpages they arrive from, and for how long they stay in our online environment.

**Usage analysis:** We use cookies for preparing statistics about the number of visitors to our online environments and users of online services and assess the efficiency of advertising.

**Sending marketing messages:** With the help of cookies, we can also collect information about advertising offers or the contents of certain browsers, generating different target groups.

We can combine the information received with the help of cookies in some other manner with the information received from you, e.g. with the information about the services you have been using.

On our webpages there can be links to the webpages of third parties, products, and services as well as social media (e.g. Facebook plugins, Google Analytics) for marketing and statistical purposes. The services provided by third parties or the applications of third parties available on our webpages fall within the scope of the rules of protection of personal data of third parties. We recommend that you familiarise yourself with the practices of the protection of personal data of such persons.