

# Privacy Policy

Effective Date: December 5, 2025

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This Privacy Policy explains how Easell Oy (“we,” “us,” or “our”) collects, uses, and discloses information about you when you access or use our website and services (the “Service”).

## 1. Contact Information

If you have any questions or concerns about this policy or our data practices, please contact us at:

Data Protection Contact:

Email: [support@easell.fi](mailto:support@easell.fi)

Mailing Address: Marttaristintie 100, 13720 Parola, Finland

## 2. Information We Collect

We collect information directly from you, automatically through your use of the Service, and our authentication provider LinkedIn.

### A. Information Collected via Third-Party Authentication (LinkedIn)

When you register for or log into our Service using your LinkedIn account (“Social Login”), you authorize LinkedIn to share certain information with us. The specific data shared is determined by LinkedIn’s permissions settings and your acceptance of the permissions prompt. The categories of data we may collect via LinkedIn include:

Identifiers: Your name, unique LinkedIn identifier, and email address.

Professional Information: Your headline, professional title, company name, and profile photo.

Profile Link: A URL to your public LinkedIn profile.

Note on LinkedIn’s Policy: By using Social Login, you are also subject to the LinkedIn Privacy Policy. We encourage you to review their policy and the settings within your LinkedIn account to control the information shared.

### B. Information You Provide Directly

Profile Data: Any data collected from LinkedIn and corrected by you in the Service.

User Content & Messaging: The content of any messages, attachments, or other materials you intentionally create or upload to the Service. This includes the content, time stamps, and metadata associated with your contributions.

Communications: Information you provide when contacting our customer support team or submitting inquiries.

### C. Information Collected Automatically

When you access the Service, we automatically collect the following information:

Usage Data: Details about how you use the Service, such as the features you use, the time and date of your visit, and the referring website.

Payment Information: Metadata about payments and subscriptions to authorize use of the Service. We do not store payment details such as credit card numbers.

Technical Data: Your IP address, device type, operating system, browser type, screen resolution, and mobile carrier.

Cookies: Information collected via cookies to maintain your login session, remember your preferences, and analyze site performance.

### 3. How We Use Your Information (Purposes & Lawful Basis)

We use the collected information for the following purposes, based on the corresponding legal bases (as required by GDPR)

Purpose of Processing	Categories of Data Used	Lawful Basis (GDPR Example)
Service Provision & Account Management	Identifiers, Professional Information, Profile Data, User Content.	Necessary for the performance of a contract (Terms of Service).
Public Profile Display	Identifiers, Professional Information, User Content (Messages).	Necessary for the performance of a contract, and/or Legitimate Interest.
Security & Fraud Prevention	Technical Data, Identifiers, Usage Data.	Legitimate Interest, security and fraud prevention.
Service Improvement, analytics and feature development	Usage Data, Technical Data, usually aggregated/anonymized.	Legitimate Interest, improving our business and services.

### 4. How We Share Your Information

We share personal data only in the following limited circumstances:

#### A. Public Disclosure (Your Consent via Use)

User Profiles: Your profile information is intended to be shared with other users. Your profile information is shared with the poster of a request for proposals when you answer one by sending a message. Your profile information is not publicly accessible.

Messages: The requests for proposals you post are intended to be public and are viewable by all users and potentially the general public. Answers to requests for proposals are only visible to the original poster of that request.

#### B. With Service Providers

We engage third-party companies to perform services on our behalf, such as:

Cloud Hosting: Google Cloud

Payment Processing: Stripe

These providers are contractually obligated to protect your data and are restricted from using it for any purpose other than providing services to us.

### **C. Legal Compliance and Protection**

We may disclose your information if we believe it is necessary to:

Comply with legal obligations, such as a subpoena or court order.

Protect the rights, property, or safety of Easell, our users, or the public.

Enforce our Terms of Service.

## **5. Your Rights and Choices**

Depending on your location and jurisdiction (e.g., EU, California), you may have the following rights regarding your personal data:

Right	Description	How to Exercise
Right to Access/Know	You can request disclosure of the specific personal data we have collected about you and the categories of third parties with whom it was shared.	support@easell.fi
Right to Rectification	You have the right to correct any inaccurate or incomplete personal data we hold about you.	Contact us, or update via your profile settings.
Right to Deletion/Erasure	You can request the deletion of your personal data, subject to certain exceptions (e.g., legal retention obligations).	support@easell.fi
Right to Object (GDPR)	You have the right to object to the processing of your personal data based on legitimate interest.	support@easell.fi
Right to Portability	You have the right to request a copy of your personal data in a structured, commonly used, and machine-readable format.	support@easell.fi

## **6. Data Security and Retention**

**Security:** We use industry-standard security measures (including encryption, firewalls, and secure access controls) to protect your personal data from unauthorized access, loss, or disclosure. However, no internet transmission is 100% secure.

**Retention:** We retain your personal data for as long as your account is active or as needed to provide you with the Service. We also retain and use data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. User Content (messages) and Profile Data may remain publicly visible until you request its specific deletion.

## **7. International Data Transfers**

Your information may be processed and maintained on computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction. By using the Service, you consent to this transfer. If you are located in the European Economic Area (EEA), we ensure such transfers are protected by appropriate safeguards (e.g., Standard Contractual Clauses).

## **8. Children's Privacy**

Our Service is not directed to individuals under the age of 18. We do not knowingly collect personal data from children. If you are a parent or guardian and believe your child has provided us with personal data, please contact us immediately.