

PRIVACY STATEMENT

This privacy statement describes the personal data processing related to Sanoma Corporation's Annual General Meeting.

Date of drafting 18 January 2019

1. Controller	Sanoma Corporation Töölönlahdenkatu 2 FI-00100 Helsinki Finland Tel. +358 105 1999
2. Contact person	Paralegal Päivi Alkki Sanoma Corporation Töölönlahdenkatu 2 FI-00100 Helsinki, Finland Tel. +358 40 359 0461 E-mail: paivi.alkki@sanoma.com
3. The purpose for processing the personal data / the purpose for the use of the register	<p>The purpose for use of this register is to enable shareholders of Sanoma Corporation to register for the Annual General Meeting. The technical provider of the service is Euroclear Finland Ltd. Personal data is required in order to verify the person's identity, shareholding and his/her right to attend the Annual General Meeting. The data is also used for printing the list of attendees, list of votes and ballots for the meeting and for arranging voting.</p> <p>The company will not disclose the collected data for commercial purposes. The legal basis for processing the personal data is Sanoma Corporation's legal obligations under the Companies Act and Securities Markets Act.</p>
4. Content of the register	<p>When a shareholder registers via the Internet, Euroclear Finland Ltd takes care of the technical implementation of data collection. The telecommunications connection from the user's browser to the server of Euroclear Finland Ltd is encrypted with SSL. The following identifying information may be collected through this service: name, personal identification code, address, telephone number, email address and book-entry account number, number of shares and votes.</p>
5. Regular sources of information	<p>When registering via the Internet, the shareholder enters data about himself/herself.</p> <p>By a given personal identity number, the system compares the data given with the shareholder register of Sanoma Corporation maintained by Euroclear Finland Ltd and extracts the ownership information from the shareholder register. When making the authorisation, the shareholder enters also the necessary personal data of the proxy representative.</p> <p>When registering by other means, Euroclear Finland Ltd or the controller shall enter shareholder's personal information and information on holdings in to the systems maintained by Euroclear Finland Ltd.</p>
6. Data transfers outside EU or European Economic Area and data disclosures.	<p>The data will not be disclosed to third parties or transferred outside EU or European Economic Area by Sanoma Corporation.</p> <p>Following information of registration and shareholding are available to all registered persons during general meeting: shareholder's name, sector, share class, number of shares and number of votes.</p> <p>Information is only available supervised during the general meeting either through terminal devices or manually and they cannot be printed or transferred from the meeting.</p>

7. Security measures	<p>A. Manual register The manual data shall be stored in an area with restricted access, available only for the authorised persons.</p> <p>B. Electronic register Euroclear Finland Ltd shall be responsible for the technical maintenance of the register. 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 authorised persons.</p>
8. Retention of personal data	<p>Euroclear Finland Ltd retains personal data stored in the registration system for 4 months from the end of general meeting. A list of participants will be annexed to the minutes of Sanoma Corporation's general meeting. The list includes names, ballot number, number of shares and votes and share class. The minutes and annexes are stored throughout the operational life of the company in order to comply with Sanoma Corporation's statutory obligations.</p>
9. Rights of data subjects	<p>The shareholder shall have the right of access, after providing the necessary details for identification, to get the information whether the register in question contains personal data about them or not and what data is included.</p> <p>The shareholder also has a right to ask for the rectification or removal of their data. The controller shall fulfil the request without undue delay in case the register has data that is false, unnecessary, insufficient or outdated regarding the purposes of processing described in this privacy policy. The shareholder who wishes to exercise their rights, as referred to above, shall make a request to this effect to the contact person in charge at Sanoma Corporation by a personally signed or otherwise comparably verified document. Requests shall be directed to Päivi Alkki; please see the contact details above.</p> <p>In case an inaccuracy or mistake is possible to be corrected by Euroclear Finland Ltd, the controller shall forward the requests to Euroclear Finland Ltd. The controller is not able to rectify false information coming for example from the account operator of the shareholder.</p>
10. Right to lodge a complaint to the local data protection authority	<p>The shareholders have the right to lodge a complaint to the Finnish Data Protection Authority (www.tietosuoja.fi) should they have concerns or remarks regarding these data processing activities.</p>