

PRIVACY STATEMENT

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

Date of drafting 13 January 2020

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: forename.surname@sanoma.com
3. Purposes of the personal data processing	The purpose of the personal data processing is to enable shareholders of Sanoma Corporation to register for the Annual General Meeting. The personal data is also processed to verify the person's identity, shareholding and his/her right to attend the 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. A list of participants will be annexed to the minutes of Sanoma Corporation's general meeting. The technical provider of the registration system is Euroclear Finland Ltd. The legal basis for processing the personal data is Sanoma Corporation's legal obligations under the Companies Act and Securities Markets Act.
4. Content of the register	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 personal data may be collected through this service: name, personal identity number/business ID, address, telephone number, email address and book-entry account number, number of shares and votes When registering by other means, Euroclear Finland Ltd or the controller enters shareholder's personal data into the system maintained by Euroclear Finland Ltd.
5. Regular sources of information	When registering via the Internet, the person registering enters personal data about himself/herself to the registration system. By a given personal identity number/business ID, 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 an authorisation, the shareholder enters also the necessary personal data of the proxy representative. When registering by other means, Euroclear Finland Ltd or the controller enters shareholder's personal data in to the system maintained by Euroclear Finland Ltd.
6. Data transfers outside EU or European Economic Area and data disclosures.	The personal data will not be disclosed by Sanoma Corporation to third parties or transferred outside EU or European Economic Area. The data will not be disclosed for commercial purposes.

	Following information of registration and shareholding are available to all registered persons during the general meeting: shareholder's name, sector, share class, number of shares and number of votes. Information is available only under the supervision of the staff during the general meeting either through terminal devices or manually, and they cannot be printed or transferred from the meeting.
7. Security measures	A. Manual register The manual data shall be stored in an area with restricted access, available only for the authorised persons. 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.
8. Retention of personal data	Euroclear Finland Ltd retains the personal data for four (4) months from the end of the 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. Sanoma Corporation retains the minutes and annexes throughout the operational life of the company in order to comply with the statutory obligations.
9. Rights of data subjects	After providing the necessary details for identification, the shareholder shall have the right to get a confirmation whether or not the register in question contains personal data about him/her and information of what personal data is contained in the register. The shareholder also has a right to ask for the rectification, removal or supplementing of his/her personal data. The controller shall fulfil the request without undue delay in case the register contains data that is false, unnecessary, insufficient or outdated in terms of the purposes of the processing. In case an inaccuracy or mistake can 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. The shareholder who wishes to exercise his/her 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).
10. Right to lodge a complaint to the local data protection authority	The shareholders have a right to lodge a complaint to the Finnish Data Protection Authority (www.tietosuoja.fi) should they have concerns or remarks regarding the data processing described in this privacy statement.