

Terms and conditions of the Retailer's licence

TELEPHONE PREFERENCE SERVICE – Robinson Register

Finnish Direct Marketing Association

Only a retailer authorised by the board of the Finnish Direct Marketing Association (ASML) can receive a retailer's licence.

A retailer's licence can be acquired by paying an annual licence fee to ASML, after which a subcontractor assigned by ASML, which maintains the Robinson register, organises together with the Retailer the technical interface required for the use of the licence. The Retailer is charged for this one time technical arrangement according to the current price list.

By acquiring a retailer's licence the Retailer agrees to abide by these terms and conditions.

Validity and scope

The licence is in force until further notice and an annual fee is paid for it. The size of the annual fee is determined by the current price list of ASML.

ASML can change these licensing clauses due to legislation, actions of the authorities or for some other important reason. The licence is company-specific. The licence cannot be transferred to a third party.

Use of Robinson data

A retailer's licence gives the right to offer a service to companies that carry out telemarketing which provides an assignment-specific way of taking the Robinson blocking into account by removing consumers from the telemarketing material or by making a Robinson blocking marking in the company's register data (hereinafter "Robinson Removal").

The licence does not entitle the Retailer to release the Robinson data to a third party other than as part of a Robinson Removal.

The Robinson data are personal data and the Retailer must handle them, pursuant to the Personal Data Act, only for the purpose authorised by the licence and for which the data were intended. The processing of data to determine the data of the consumers removed from the Robinson register is strictly forbidden. The Robinson data can only be handled by individuals whose work tasks include the processing of the data. The data must be processed so that data security is maintained.

The Retailer must provide its personnel and subcontractors with instructions on the appropriate use of the Robinson data.

Time limits for the use of Robinson data

The subcontractor cannot carry out telemarketing on behalf of the company if the numbers have not been checked against the Robinson register during the last three months. It is recommended that the check was carried out during the preceding month.

Cases of misuse

If the Retailer wilfully misuses Robinson data in violation of the terms and conditions of this licence, it is liable to pay a contractual penalty of up to five times the annual licence fee if the board of the Finnish Direct Marketing Association decides thereto. The decision cannot be appealed to the board of ASML.