

Approval of an authorised retailer

Telephone Preference Service - Finnish Direct Marketing Association

This authorisation procedure has been approved by the board of the Finnish Direct Marketing Association (ASML).

The Finnish Direct Marketing Association maintains a blocking service of the Telephone Service for consumers (hereinafter "Robinson"). To enable the efficient use of this service, the board of ASML can approve authorised retailers (hereinafter "AR") that are entitled to offer a service to companies that carry out telemarketing. In the service, consumers that have placed a block are marked in, or removed from, the company's telemarketing material (hereinafter "Robinson Removal").

1. Becoming an AR

Upon receiving an application, the board of ASML can approve a company as an AR if the applicant fulfils the requirements set out below.

The application must be delivered in writing to ASML. The application must contain an account, explained below, showing that the applicant fulfils the requirements.

The decision of the board of ASML cannot be appealed. The authorisation is valid until further notice.

See the section entitled "Termination of the Authorisation" for more details on the period of validity of the authorisation.

An AR has the right to acquire from the subcontractor indicated by ASML a retailer's licence that enables the acquisition of data connected to Robinson Removal.

2. Requirements for becoming an AR

There is no well-founded reason to suspect that the applicant has operated, or operates, in violation of regulations or instructions of the authorities on data processing and other sub-areas.

The applicant must have operated in telemarketing, call centre services, data services, updating services, directory services or a similar activity so that, evaluated as a whole, taking into consideration, for example, its experience in the field and how well established the business is, the applicant can be judged to have the technical, financial and organisational prerequisites to function as an AR.

The applicant or a party exercising material control over the applicant's operations cannot be bankrupt or under a ban on business operations.

3. The account that must be presented with the application

The name of the company, the name of a contact person, contact details and an up-to-date extract from the trade register.

An account of the fulfilment of the requirements set out in Clause 2.

A basic description of the procedures for the handling and protection of Robinson data. A description

of the Robinson Removal service concept and a possible service package under which the Robinson Removal will be offered.

4. The responsibilities of an AR

The AR must comply with the terms and conditions of ASML's retailer's licence on the processing and use of Robinson data.

In all its operations concerning Robinson data, the AR must abide by data security legislation and protect the Robinson data as required by law.

The AR is responsible for notifying ASML immediately of material changes in its operations (e.g. a material change in ownership, change of name, change of place of business).

The AR is obligated to notify ASML immediately of violations of privacy protection or data security concerning the Robinson material in the possession of the AR.

To monitor the use of Robinson data, the AR is obliged to deliver to ASML up-to-date information on companies to which the AR is offering Robinson Removal. ASML does not release information on business relations to third parties, but the list of companies using Robinson can be published in its entirety when necessary.

5. The rights of an AR

The AR has the right to offer and market Robinson Removal. The AR is entitled to use the phrase "An authorised retailer approved by the Finnish Direct Marketing Association" or a corresponding phrase in its operations.

6. The transfer and termination of authorisation

The authorisation cannot be transferred to a third party. The authorisation is cancelled if the AR transfers it to another party.

If the actual control of the AR or of operations carried out under its authorisation changes, ASML can approve the continuation of AR operations in response to a separate application.

If the AR does not abide by legislation or the terms and conditions of the retailer's licence in its operations, the board of ASML can, after giving the company the opportunity to give a statement on the matter, order the authorisation to be terminated. This decision cannot be appealed to the board of ASML.