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ESTONIAN DATA PROTECTION INSPECTORATE and LATVIAN DATA STATE INSPECTORATE

Estonian and Latvian data protection authorities performed joint supervision of Stockmann department stores in Estonia and Latvia regarding personal data protection in labour relations and customer relations, including direct marketing.

This joint supervision was the first cross border action by Baltic data protection authorities which would be continued in 2012. Deeply integrated Nordic-Baltic economy demands supervisory authorities also to apply and perform cross border cooperation in personal data protection field.

Although there were several shortcomings that Stockmann has to improve within data processing, authorities generally can be content with the level of data protection in Stockman department stores in Tallinn and Riga.

Both supervisors suggested to Stockmann Group affiliates to make clearer notification for clients regarding data collecting, the terms of direct marketing and the closure and deletion of customer data at their request. Regarding data processing within labour relations in Stockmann, Estonian and Latvian Data Protection Inspectorate found it to be well arranged.

The data protection principles demand that personal data can be collected only in the minimum amount that is necessary to achieve certain purpose. Consequently Stockmann has to distinguish mandatory fields of data that has to be given in order to become a Stockmann Loyal Customer.

The customer has the right to demand complete deletion or closure of the collected personal data anytime she/he wants to. The authorities asked Stockmann to add a section with the information about possibilities of deletion of personal data in data base.

Also, the supervisors pointed out that if the customer gives the permission for receiving commercial information, Stockmann has the right to ask only for relevant contact address (postal, e-mail, mobile phone etc.) for delivering messages.

Another issue that would need to be addressed is regarding the profiling of clients – the clients have to be informed about it in order to make a decision to become a loyal customer of Stockmann.

Both the authorities thank Stockmann affiliate in Tallinn and Riga for the cooperation and for the expressed willingness to improve personal data protection.

Best regards,

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