



Privacy statement

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Privacy statement Netvisor

1. Introduction

When using Netvisor, personal data about you is processed in the service. This Privacy Statement helps you understand what personal data is collected about you, why the personal data is collected, and how Visma Solutions Oy ("Visma") handles, protects, stores, exports and deletes your personal data.

Personal data is any information relating to an identified or identifiable natural person, such as an email address, street address or phone number

2. How to contact Visma?

If you have any comments or questions about this Privacy Statement, or any other privacy concerns, including regarding a possible breach of your privacy, please contact us at:

Visma Solutions Oy
Villimiehenkatu 10, 53100 Lappeenranta, Finland
privacy.solutions@visma.com

Data Protection Manager:

Mikko Rosengren
Privacy & Compliance Manager
privacy.solutions@visma.com

3. Visma as Processor

Visma's customer is the Controller for the personal data processed in Netvisor. In such cases Visma acts as a Processor and processes the personal data on behalf of and according to the instructions given by the customer. For more information, please contact Netvisor customer support.

If you want to invoke your rights in relation to the processing of your personal data in Netvisor, you should primarily contact the organisation acting as the Controller.

4. Visma as Controller

In some cases, Visma is the Controller for the personal data processed in the application. Visma is the Controller when Visma determines the purposes and means of the processing of personal data. When Visma is the Controller for your personal data processed in the application, this section 4 of the Privacy Statement applies, and the information described below is applicable. Visma Solutions' general privacy statement is available [here](#).

4.1. Processing activities

Visma processes your personal data in Netvisor as described below.

Customer service

In order to provide our customers with help and support in the use of our service, we process personal data in our customer service. The personal data processed for customer service purposes mainly concerns our customers' contact persons and the users of our services. For these individuals we process contact details (name, email address, phone number), information related to the use of the service (user ID, IP address, device information), as well as feedback from the users of our service and personal data contained in customer support requests.

For personal data in customer service context for which Visma is the Controller, our legal basis for processing is our legitimate interest. (cf. GDPR article 6 nr. 1 f) The legitimate interest is specifically to provide our customers with support related to our service.

In individual cases, we also process personal data in customer service for which our customer is the Controller and Visma acts as a Processor. Such cases include, for example, investigating an error related to our service where, together with the description of the problem, the customer also provides us with actual data entered into the service. In these cases the legal basis for the processing of personal data is the service agreement in force with our customer, in which the principles for the processing of the data have been separately agreed.

Security

Visma processes personal data in order to detect, mitigate and prevent security threats and abuse, as well as to perform necessary maintenance and debugging. The personal data involved includes your name, email address, user and web traffic data such as login ID, username, IP address and device information.

Our legal basis for this processing of personal data is our legitimate interests, cf. GDPR article 6 nr. 1 f). The legitimate interest is to maintain a secure environment for our customers and operations.

We will only store your personal data for as long as necessary to fulfil the purpose of the processing, and your personal data will normally be deleted after 1 year.

Service improvement

Visma continuously strives to improve and develop the quality, functionality and user experience of our products and services. The personal data we process includes your

name, email address, user and web traffic information such as login ID, username and IP address. Additionally, we process statistics that indicate how you use our software.

Our legal basis for this processing of personal data is our legitimate interests, cf. GDPR article 6 nr. 1 f). The legitimate interest is to ensure that we meet our customers' expectations and fulfil all contractual commitments.

We will process your personal data only as long as necessary to fulfil the purpose. After three years at the latest, the personal data is deleted or anonymised for statistical use.

Marketing newsletters

Visma uses email as a tool to distribute marketing communication, however only if you have consented in accordance with national marketing legislation (to the extent this is required). The personal data processed for this purpose is name and email address.

Our legal basis for this processing of personal data is our legitimate interests to provide interested individuals with marketing communications, cf. GDPR article 6 nr. 1 f).

The personal data will be deleted when you decide to opt out of receiving marketing communications from Visma. This can be done in the following ways:

- Following the instructions for opt-out in the relevant marketing communication
- Changing preferences under the relevant account settings if you have an account with Visma
- Using the applicable subscription management tool (a link is included at the end of every marketing communication)

Please note that when opting out from receiving marketing communications, you may still receive other communications from Visma, such as order confirmations and notifications necessary to manage your account or the services provided to the organisation you represent.

Profiling

When you interact with Visma while using our services, Visma processes your personal data in order to provide you with relevant content through direct marketing on social media platforms, by email, on websites or in the service, based on your preferences.

The purpose of the profiling is to provide you with tailored marketing, to improve your user experience in our services and on our websites, and to deliver products that our customers are satisfied with. The personal data processed is aggregated data such as IP address, interests (what you have clicked on, etc.), username and device. This is carried out by using technologies such as cookies.

Our legal basis for this processing of personal data is our legitimate interests to provide you with relevant content, cf. GDPR article 6 nr. 1 f). Visma's services are as a rule used as tools related to work tasks, and the use of these tools reveals little about your personal life. No sensitive personal data is processed. Your personal data is processed on a business basis, and we do not believe that the processing conflicts with your freedoms and rights as an individual.

The personal data will be deleted when you decide to opt out of being subject to profiling by contacting us by email at privacy.solutions@visma.com. Personal data collected by cookies is also subject to different retention policies.

4.2. How your personal data may be shared

Visma is a part of the Visma Group, which consists of several companies. In order to maintain an overview and transparency, we may share your personal data across companies in the Visma Group.

Visma may also share your personal data with external third parties in the following contexts:

Processors

Visma uses processors to process personal data. These processors are typically vendors of cloud-based services or other IT services. When using processors, Visma will enter into a data processing agreement in order to safeguard your privacy rights. If processors are located outside the EU/EEA, we ensure legal grounds for such international transfers on your behalf, hereunder by using the EU Model Clauses. You are welcome to request more detailed information on our processors by contacting us as described in section 2 "How to contact Visma".

Business partners

Visma may share your personal data with partners in the event this is legitimate from a business perspective and according to applicable privacy legislation.

Public authorities

The police and other authorities may request access to information from us. This may include both personal data and other information.

In all such cases we follow strict internal policies and procedures when assessing requests for information, and we consult our legal advisors. We only share information if this is strictly required by law, and only on the basis of valid court orders or equivalent legal documents.

In order to prevent unauthorised access to the information in our possession, we also implement technical measures such as encryption and access management. Visma's information security programme ensures a high level of information security and confidentiality.

In addition, we ensure in our agreements with our subcontractors that they also comply with organisational and security measures corresponding to ours.

If we receive requests for information from authorities outside the EEA, we ensure compliance with Article 32 of the Data Act. Our internal policies and routines are in line with this regulation.

4.3. Your rights

You can invoke the following rights in relation to Visma's processing of your personal data as a Controller:

- **Access.** You have the right to request a copy of the personal data we process about you.
- **Rectification.** You also have the right to request rectification of inaccurate personal data concerning you. If you have a user account for our sites or services, this can usually be done through the appropriate "your account" or "your profile" sections.
- **Deletion.** You have the right to request that Visma deletes personal data relating to you.
- **Restriction.** You have the right to ask Visma to restrict the processing of your personal data.
- **Portability.** You have the right to ask us to provide you or others with your personal data in a structured, commonly used and machine-readable format.
- **Object.** You have the right to object to Visma's processing of your personal data when the personal data is processed for the performance of tasks carried out in the public interest, in the exercise of official authority vested in Visma, on the basis of Visma's legitimate interests, or for direct marketing purposes.

Please note that there may be certain exceptions or limitations to the abovementioned rights which could apply depending on the specific circumstances of your situation. In such cases, we will provide you with detailed information about the applicable exception or limitation and help you exercise your rights to the fullest extent possible, in accordance with applicable laws and regulations.

Please send an email to privacy.solutions@visma.com to file requests as mentioned in this section.

Finally, you also have the right to file a complaint with the supervisory authority with regards to Visma's processing of your personal data.

5. Cookies

Cookies are small text files that are stored on your device when you visit a website. Cookies help the website remember information about your visit, which improves the functionality of the website and shows you more individual and useful content.

In the Netvisor service (suomi.netvisor.fi), only strictly necessary cookies are used.

When you visit our product website (netvisor.fi), we install certain cookies on your device that are strictly necessary for the functionality of the website. If you give your consent, we may also use cookies or other tracking tools to collect information about your device and your interaction with our website.

Currently, we use such non-essential cookies for the following purposes:

- Improving the functionality of our website
- Analysing the use of our website
- Marketing

More detailed information about the cookies on the Netvisor service websites is available at <https://netvisor.fi/evasteet/>.

6. Changes

We encourage you to review this Privacy Statement regularly. If we make significant changes to the Privacy Statement that materially alter our privacy practices, we will notify you of this.

This Privacy Statement was last updated 31.8.2026.