

ENTRYLAB — PRIVACY & COOKIE POLICY

Last updated: 29 September 2026

Privacy Policy

Entrylab Oy ("Entrylab", "we", "us" or "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how Entrylab collects, uses and protects personal data when you visit our website, contact us, use our services, subscribe to our communications or otherwise interact with us. We process personal data in accordance with applicable data protection legislation, including the EU General Data Protection Regulation (GDPR).

1. Data Controller

Entrylab Oy

Business ID: 3172711-4

Lentäjäntie 3

01530 Vantaa

Finland

Contact person: Anne Laitinen, CEO & Growth Advisor

Email: anne.laitinen@entrylab.fi

Phone: +358 50 436 7050

2. What Personal Data Do We Collect?

Depending on how you interact with Entrylab, we may collect and process your name, email address, phone number, company or organisation, job title or role, information you provide when contacting us, information submitted through website forms, newsletter and marketing communication preferences, information relating to customer or business relationships, website usage and technical information such as IP address, browser type, device information and pages visited, and information relating to consent and communication preferences.

We do not intentionally collect special categories of personal data through our website.

3. How Do We Collect Personal Data?

We may collect personal data when you contact us, submit a website form, subscribe to communications, purchase or request services, communicate with us as a customer, partner or prospective customer, or visit and use our website. We may also receive information from publicly available professional sources, such as company websites or professional networking platforms, where appropriate and lawful.

4. Why Do We Process Personal Data?

We may process personal data for the following purposes: responding to enquiries and contact requests; providing and managing our services; managing customer, partner and prospect relationships; communicating with customers and prospective customers; sending newsletters and other requested communications; developing and improving our services and website; analysing website usage and performance; carrying out marketing activities in accordance with applicable legislation; maintaining website and information security; and

complying with legal obligations.

5. Legal Bases for Processing

Depending on the purpose, we process personal data on the basis of consent, contract or steps taken before entering into a contract, legitimate interests, or a legal obligation. Where processing is based on consent, you may withdraw your consent at any time. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

6. Website Analytics, Cookies and Tracking Technologies

Our website may use cookies and similar technologies to ensure website functionality, understand how visitors use the website and improve our services and marketing. We may use services such as Google Analytics (GA4), Google Tag Manager, HubSpot and other analytics, marketing and website technologies. Non-essential cookies and tracking technologies are used in accordance with applicable legislation and your consent where required. For details, see the Cookie Policy below.

7. HubSpot and Website Forms

Entrylab may use HubSpot to manage website forms, enquiries, customer and prospect information, communications and marketing activities. Information submitted through an Entrylab website form may be stored and processed in HubSpot on behalf of Entrylab. HubSpot acts as a data processor where it processes personal data on our behalf and according to our instructions. HubSpot may process personal data outside the European Economic Area (EEA). Where personal data is transferred outside the EEA, appropriate safeguards required by applicable data protection legislation are used.

8. Service Providers and Recipients of Personal Data

We may use trusted third-party service providers to support our business operations and provide our services, including HubSpot, Google, website hosting and technical service providers, email and communication service providers, analytics and marketing technology providers, and other service providers necessary for operating and developing our business. These providers may process personal data only to the extent necessary to provide their services. We may also disclose personal data where required by law.

9. International Data Transfers

Some service providers may process personal data outside the EEA. Where personal data is transferred outside the EEA, we ensure that the transfer is carried out in accordance with applicable data protection legislation and that appropriate safeguards are in place.

10. How Long Do We Keep Personal Data?

We retain personal data only for as long as necessary for the purposes for which it was collected, unless a longer retention period is required by law. The retention period depends on the type and purpose of the data. Marketing communication data is generally retained until you unsubscribe, withdraw your consent or otherwise object, unless we have another lawful basis for retaining it.

11. Your Rights

Depending on the circumstances and applicable law, you may have the right to request access to your personal data, correction of inaccurate or incomplete data, deletion, restriction of processing, objection to certain processing, data portability where applicable, and withdrawal of consent where processing is based on consent.

You can exercise your rights by contacting anne.laitinen@entrylab.fi. We may request additional information to verify your identity.

12. Right to Lodge a Complaint

If you believe your personal data has been processed unlawfully, you have the right to lodge a complaint with the competent data protection supervisory authority. In Finland, this is the Office of the Data Protection Ombudsman.

13. Data Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, disclosure, alteration, destruction or other unlawful processing.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The latest version will be published on this page together with the date of the latest update.

Cookie Policy

This Cookie Policy explains how Entrylab uses cookies and similar technologies on its website.

1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They can help websites function correctly, remember preferences, understand website usage and support relevant marketing activities.

2. How Entrylab Uses Cookies

Entrylab may use cookies and similar technologies for strictly necessary website functionality, preferences, analytics and marketing. Analytics technologies may include Google Analytics. Marketing technologies may help measure campaigns or deliver relevant communications where permitted and based on the required consent.

3. Third-Party Services

Entrylab may use third-party services such as Google Analytics, Google Tag Manager and HubSpot. These services may set or access cookies or similar technologies depending on their configuration and your consent choices.

4. Consent and Managing Cookies

Where required by law, Entrylab asks for your consent before using non-essential cookies and similar technologies. You can manage your cookie preferences through the cookie consent mechanism provided on the website. You can also control or delete cookies through your browser settings. Disabling certain cookies may affect website functionality.

5. Changes to This Cookie Policy

We may update this Cookie Policy when our website, technologies or legal requirements change. The latest version will be published on this page.

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