

DIGITAL SUSTAINABILITY COMMUNICATION SELF ASSESSMENT TOOL

How do we communicate sustainability in a more responsible manner?

| Objective | Measures | |
|---|--|--|
| Comply with the data protection requirements | <ul style="list-style-type: none"> ✓ We know the data protection requirements of our operations, and if necessary, we test our competence with this tool, for example ✓ We take care of data protection in our own operations. ✓ We arrange data protection training for our personnel. | <ul style="list-style-type: none"> ✓ We process personal data securely. ✓ We inform the data subjects about the processing of personal data and their rights. |
| Improve cyber security | <ul style="list-style-type: none"> ✓ We identify risks related to cyber security. | <ul style="list-style-type: none"> ✓ We strive to improve cyber security with the help of this list (in Finnish), for example |
| Ensure the ethics of advertising | <ul style="list-style-type: none"> ✓ We are familiar with the marketing code (in Finnish) ✓ We adhere to advertising that promotes equality and diversity. ✓ We use special discretion in the use of children in advertising and marketing to children. | <ul style="list-style-type: none"> ✓ We make sure that the prices of products and services are clearly visible. ✓ When asked, we can explain what the price of the product/service is comprised of. ✓ We follow the rules related to social media channels in offers and competitions, for example. ✓ We make sure that our advertisement is recognisable as an advertisement. |
| Observe the accessibility of communication | <ul style="list-style-type: none"> ✓ We are familiar with the accessibility requirements of online services (in Finnish). ✓ We strive to improve the availability and accessibility of our online services. | <ul style="list-style-type: none"> ✓ We require the author and operator of our website to be familiar with and to comply with the accessibility principles. ✓ The images we use on our website have alt text added to them. ✓ The file formats we use are accessible. |
| Take into account the restrictions on the use of images | <ul style="list-style-type: none"> ✓ We only publish images and videos for which we own the copyright or which are copyright-free. ✓ We ask (preferably in writing) for permission to publish photos from the people shown in the photos in question. | <ul style="list-style-type: none"> ✓ We don't post photos where someone is in an offensive situation or when they don't want to be photographed. |