

# Museum Card Terms of Use

These terms of use (hereinafter “Terms”) apply to the use of the Museum Card service (hereinafter “Service”) produced and maintained by FMA Creations Oy (hereinafter “Service Provider”) between the Service Provider and the consumer customer who registers as a user (hereinafter “Customer”).

The user must read these Terms of Contract before starting to use the Service and registering as a user. By using the Service and registering as a Customer in this Service, the user accepts these Terms of Contract and commits to adhere to them, in their entirety, in the form they are valid at any point.

The Service allows the Customer to visit Museum Card locations (hereinafter “Museum Location”). The Customer has the right to utilise the Service for purposes in accordance with these Terms, the law, and appropriate behaviour.

## 1. Entrance to Museum Locations

- 1.1. The Service provides customers with access to all Museum Locations during the validity period of the Museum Card, which is 12 months from the first visit to a Museum Location.
- 1.2. Museum Locations accept the Service as a means of payment for entrance in the following forms: a) plastic card; b) mobile application; c) a combination of customer ID and personal identification.
- 1.3. When the Customer visits a Museum Location by using the mobile application of the Service, they 1) read the QR code displayed by the Museum Location at the ticket counter and 2) show the details indicated by the mobile application (validity, right to enter, personal data) to the customer service representative of the Museum Location.
- 1.4. Customers are not limited in how many times they can visit Museum Locations during the validity period of the Service. You may, however, only visit the same Museum Location once per day. At most Museum Locations, a paid ticket is valid for the full day.
- 1.5. With a valid Service, the Customer can visit all the normally priced exhibitions of Museum Locations without paying the entrance fee. For special exhibitions with separate entrance fees, a Museum Location-specific supplement may be charged.
- 1.6. Museum Locations are independent operators that can impose limitations and practices related to safety, the use of face masks or other similar matters in their own facilities. Up-to-date information concerning official recommendations and orders in museum facilities can be found on the websites of THL, Regional State Administrative Agencies and the Finnish Government, for example.

## 2. Initiating use and combining cards

- 2.1. Registering as a user of the Service must be done at the time of purchase or within two weeks of the first visit to a Museum Location using the Museum Card (or Customer ID). The registration form is available at a **Museot.fi/rekisteroidy**.
- 2.2. Non-registered customers may use their Customer ID to visit museums for two weeks after the first visit.
- 2.3. An unused (no registration, no museum visits) Customer ID can be combined with a Museum Card purchased previously. In such a case, the last validity date of the Service adopted earlier is moved forward by one year. After combination, the extra Customer ID is invalidated and cannot be used as a ticket for Museum Locations. The combination can be done on the Customer page and at most Museum Locations.

## 3. Purchase, validity and extension thereof

- 3.1. A right to use the Service can be bought from any museum that is a member of the system, the Service Provider’s online store at **Museot.fi/osta**, the mobile application, and other sellers of the Museum Card.
- 3.2. The Service is valid for one year after the first museum visit if the next year’s fee has not been paid. The validity period of the Service can be verified on the My Museum Card customer page at **Museot.fi/asiakassivu**, the Museum Location, the mobile application, or by sending the text message MUSEO <CUSTOMER NUMBER> to 16100. The customer number has 12 numbers and is printed on the Museum Card. The validity period of the Service cannot be suspended or interrupted at the Customer’s request.
- 3.3. The validity of the Service can be extended at a Museum Location, in the mobile application, or by using the Service Provider’s web page at **Museot.fi/asiakassivu**. The new validity period (12 months) is added as an

extension to the last date of validity. If the Museum Card has expired, the new validity period (12 months) will begin from the moment of purchase.

- 3.4. If desired, the Customer can activate a subscription of the Service at the Service Provider's online store (new customer relationships), in the mobile application, and on the My Museum Card customer page at **Museot.fi/asiakassivu** (extension of validity). This will allow the Service to continue uninterrupted, i.e. the standing order will automatically be renewed for the next 12 months. The subscriber's payment details are stored in the processor's system, and the renewal fee is charged, in accordance with the valid pricelist, to the payment card reported by the Customer or in another selected manner. The Customer can update the payment method and deactivate the subscription at any time on the Customer page.
- 3.5. The annual and renewal fees of the Service are at the discretion of the Service Provider. Currently valid prices are available at **Museot.fi/museokortti**.
- 3.6. Campaign code discounts can only be given if the Customer uses their code during the campaign period. Campaign codes cannot be added after the fact.

## 4. Providing proof of identity

- 4.1. The Service is personal, and cannot be given or lent to anyone else. The Customer is to provide proof of identity when requested. The Customer should be prepared to provide proof of identity especially when visiting a Museum Location using the Customer Number. If the Customer is unable to prove that they are the named holder of the Customer Number, their entry may be denied, and the Customer asked to pay the standard entrance fee. An entrance fee paid in this way cannot be reclaimed later.
- 4.2. Personal identification without the Service's Customer ID is not valid as an entrance ticket.

## 5. Mobile application, customer register and cookies

- 5.1. The Customer can initiate the use of the mobile application of the Service. The Customer may choose to use the application as a digital payment method when visiting a Museum Location. For such cases, personal customer details and an identifiable facial photograph are connected to the application in accordance with the instructions provided. When connecting the facial photograph, the Customer confirms that the photo shows him or her. After the connection has been made, only Museum Card's customer service can change the photo.
- 5.2. Photographs that are inappropriate or in violation of good practice may not be stored in the mobile application of the Service or shared with others. Customers are responsible for ensuring that they have the rights to the photographs stored in the Service.
- 5.3. The facial photograph is needed to prevent the digital misuse of the personal Service when paying the entrance fee at a Museum Location. The photograph shall not be published, presented, or otherwise used for other purposes or in another connection.
- 5.4. The mobile application, which has been made available to the user via Apple's App Store or Google Play, for example, is governed by FMA Creations Oy's privacy policy, and the terms and conditions of the service provider in question. Users can read Apple's terms and conditions [here](#) and Google's terms and conditions [here](#).
- 5.5. The Service Provider maintains a customer register that includes details generated by the Customer during registration and in other uses, details required for using the mobile application, and statistical data on services used and their features. This information is used for the use, maintenance, and development of the Service, communication related to the validity of the Service, and if the customer desires, to communication and marketing of services, content, and benefits associated with the Museum Card, Museum Locations, and other partners. Customer details are not disclosed to any third parties, except in anonymised form for research purposes, or if the law or a public official so requires. Customers have the right to request that their own details be deleted from the customer register. This means a request to discontinue the provision of the Service, so the validity of the Museum Card will cease in such a case.
- 5.6. The Museum Card collects and analyses the user data of its digital services to measure user habits, improve digital services, and target content, communications, and marketing. A user cannot be identified by means of cookies alone. You can disable cookies at any time on your browser's settings. A cookie is a small text file and pixel (such as Facebook or Google) installed on the site that is used to collect data about the site's use.
- 5.7. Further information on the customer register and how to use it is available in our Privacy Policy at **Museot.fi/tietosuoja**.

## 6. Lost cards

- 6.1. If the plastic card for the Service is lost, the Customer must report this to the Service Provider. Delivery of a new card may be subject to a service fee according to the valid price list.
- 6.2. Customers can receive a new plastic card to replace a lost or stolen card only if the Customer is a registered user of the Service, and their information has been recorded in the Service's customer register. If the Customer loses

an unregistered card or other similar proof of purchase, and the Customer's registration details have not been recorded in the customer register, a new Museum Card cannot be delivered.

## 7. Right to return

- 7.1. The remaining validity period of a Service that has been brought into use cannot be suspended or assigned to another person, and an amount equal to that share is not eligible for a refund.
- 7.2. Unused Museum Cards bought online or from the mobile application have a statutory, 14-day right of cancellation (Consumer Protection Act, section 5:14). Cancellations can be made by contacting the customer service of the online store's sales organisation (FMA Creations Oy or the subcontractor that sold the card) and by providing the Museum Card's information and purchase receipt. Use of a Museum Card bought online is seen as a specific request (Consumer Protection Act, section 5:14) to begin provision of the Service. This will waive any right of cancellation. Customers may bring any differences in interpretation for hearing and resolution by the Consumer Disputes Board ([Kuluttajariita.fi](http://Kuluttajariita.fi)).
- 7.3. If the Museum Card has been bought at the Museum Location, there is no statutory obligation to accept customer returns or to replace lost cards in retail. See section 6 for details on lost cards. Any requests for customer returns are processed at the Museum Location in accordance with its own practices.
- 7.4. The Customer must be able to show a purchase receipt or an electronic copy of the purchase receipt if required by customer service or the Museum Location.

## 8. General information

- 8.1. The Service Provider retains the right to temporarily suspend the Service if it is necessary due to a technical change or modification, or because installation, modification, or maintenance work on the general communications network, or it is required by law, regulation, or official order, instruction or statement, or recommended by core organisations in the field. The Service Provider will make every effort to ensure that the interruption is not unreasonably long, and that any harm or inconvenience it may cause remains at a minimum. The Service Provider will endeavour to notify any interruptions to the Service in advance.
- 8.2. The Service Provider is not liable for any loss resulting from the closing of a Museum Location, changes to the Museum Location list, cancellations of exhibitions or events, or other *force majeure* circumstances.
- 8.3. The Service Provider has the right to prevent the Customer using the Service should the Service Provider have reason to believe that this Service is being used in a manner contrary to these Terms, or if a public official should request this.
- 8.4. For the use of the Service and the interpretation of the Terms, Finnish law shall be applied, with the exception of its provisions on choice of law. These terms do not affect the consumer's statutory rights under Finnish law.

Helsinki, 13 October 2020

FMA Creations Oy  
Fredrikinkatu 39 C 22  
00120 Helsinki, Finland

**Museum Card customer service**  
+358 44 784 5745 (weekdays 9–12)  
[museokortti@museot.fi](mailto:museokortti@museot.fi)

*FMA Creations Oy is owned by the Finnish Museums Association.*