

Privacy policy

Stakeholders, communication and events

Data Protection Act (1050/2018)

EU General Data Protection Regulation 2016/679

Created 20.8.2024

1. Data Controller

Pirkanmaa Centre for Economic Development, Transport and the Environment (Pirkanmaa ELY-Centre)

2. Name of the register

Surveys conducted by the Pirkanmaa ELY Centre (the exact name changes depending on the survey) using survey tools, mainly Webropol.

3. Person responsible for the register of surveys

Contact person: Tinnu Salonen

Organisation: Pirkanmaa ELY-Centre

Postal address: PL 297

Postal code and place of business: 33100 Tampere, Finland

Telephone: 0295 036 209

E-mail: tinnu.salonen(at)ely-keskus.fi

4. Purpose of the register

- Collection of customer surveys and enrolment data
- Implementation of marketing bans as stipulated by legislation

The processing is based on the management of the customer relationship, the consent of the data subject or the legitimate interests of the data controller.

5. Data content of the register

The data processed in the register are necessary for the purposes for which the register is used, which vary from one survey to another.

- Contact information: name, address, email address, phone number
- Demographic data: gender
- Interests and behaviour on the data controller's websites and services
- Other information provided by the customer that is necessary for the management of the case

6. Data sources

Personal data is collected from the data subjects themselves in connection with campaigns, feedback, registrations and customer relationship management.

7. Disclosure and transfer of data

Data is not regularly disclosed to other parties.

8. Data retention period

The controller will only keep the data for as long as necessary for the purpose for which it is collected.

9. Protection of the register

The databases in which the data is stored are technically and physically secure, so that no outside parties have access to them. Access to the data is restricted to those who need it for the performance of their duties.

10. Right of access, rectification and erasure

The data subject has the right to withdraw his/her response at any time. The data subject has the right to check what information about him or her has been recorded in the register, the right to request the correction of inaccurate personal data and the right to have his or her data erased from the register.

A request for inspection, correction or deletion must be sent in writing, signed and addressed to the person responsible for the register.

11. Right of transfer and prohibition

The data subject has the right to receive personal data concerning him or her which he or she has provided to the controller in a structured, commonly used and machine-readable format, where the processing is based on consent or on a contract, and the processing is carried out automatically.

The data subject has the right to restrict processing in accordance with Article 18 of the EU General Data Protection Regulation.

12. Amendments to the Privacy Statement

The controller reserves the right to update and amend the Privacy Policy. Where required by law, we will inform data subjects accordingly.