



Privacy policy

EU General Data Protection Regulation (2016/679)

3.6.2020/23.9.2020

The City Executive Office's register of customer communication, marketing and event management

1. Controller

City Board. The duties of the controller have been delegated to the Communications director (City Board decision 20 April 2020, section 247).

2. Person in charge of the register

Title

City Executive Office / Communications / Communications director

3. Contact person for the register

Title

Communications planners, City Executive Office / Communications / External communications unit

Contact information

City of Helsinki, Registrar's Office, P.O. Box 10 (Pohjoisesplanadi 11-13), 00099 City of Helsinki

4. Purposes of the processing of personal data and the legal grounds for the processing

Purposes of the processing

The aim of processing personal data in the register is to allocate communication, marketing, invitations as well as resident and business surveys to the clients and stakeholders of the City Executive Office.

Legal grounds for the processing

Article 6, paragraph 1 a of the EU General Data Protection Regulation: The data subject has given consent to the processing of his or her personal data for one or more specific purposes.

Essential legislation

- EU General Data Protection Regulation (679/2016)
- Data Protection Act (1050/2018)
- Local Government Act (410/2015)
- Act on the Openness of Government Activities (621/1999)

5. Data content of the register

Name of the subject in the register, e-mail, phone number, date of birth and address as well as organisation.

6. Regular disclosures of personal data

Data contained in the register is not transferred outside the EU or the EEA. Personal data is disclosed to third parties based on consent.

7. Data storage periods

The personal data is stored for its period of active use or for a maximum period of five years. The data subject can, at any time, ask for the data to be erased, in which case it will be erased from the register.

8. Sources of personal data

The data is obtained from the data subject.