



1 April 2014

1. Name of the register

Customer register of the Hietalahti Flea Market

2. Register holder

The City of Helsinki, Technical Services Committee

3. Person in charge of the register

The person in charge of the register and its contact person is Market Hall and Market Square Unit Manager Rinna Räsänen.

The duties of the person in charge include ensuring that the customer register system is used properly. For example, she:

- o checks the user rights, when necessary, and at least once a year;
- o manages the data protection of the data system;
- o ensures that there are instructions for using the system and that sufficient training is organised for the users.

4. Purpose of the register

The purpose of the system is to reserve tables of the Hietalahti Flea Market and to pay for them online, in the customer service and on the market.

All customers that have purchased a table from the Hietalahti Flea Market will be registered into the system.

5. Basis for maintaining the registry

All people in the registry are the customers of the Helsinki Wholesale Market, who are registered into the system's customer register.

The customer register is necessary for the Helsinki Wholesale Market to control matters and as an archive directory.



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6. Data content of the register

Data registered in the system includes first and last names, personal identification numbers and the IP addresses of the customers, as well as table-specific payment and reservation data. Upon the customer's request, email addresses will be recorded in the register.

7. Normal data sources

Data comes directly from the customers.

8. Normal submissions and transfer of data

Data is only submitted to the authorities, for example, the police and tax officials, if necessary.

In addition, the system supplier has technical access to the system, but no right to use or change the information.

9. Submitting data outside the EU or EEA

The register data will not be submitted outside the EU or the EEA.

10. Internal use of the register

The register is used by the people taking part in the flea market operations of the Helsinki Wholesale Market.

11. Register protection principles

The data in the register is mainly used by the Helsinki Wholesale Market. The register includes a personal ID, which enables the recognition of individual vendors on the trade day and in connection to possible reviews requested by the authorities.

The server hardware of the data system is located in locked premises, covered by access control system.

The computers, on which the system is used, are located in rooms that can only be accessed by authorised people. When the people in charge of the system are not present, the computers are shut down or locked. The mobile terminals, on which the system is used, have been encrypted, protected with a password and can be controlled remotely.

Use of the register requires a personal user ID and a password. The user ID is given in connection to granting the user right. The user right ends, when the person no longer carries out the



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assignments for which the user right was granted. The user ID will also be removed. A backup copy of the system is made, at least, once a day.

12. Merging the register

The customer register of Hietalahti Flea Market is, primarily, intended for the flea market's own use, and the data in it will not be merged with other registers. Updating of the customer data is carried out, based on the information given by the customer.

13. Storing, archiving and disposal of register data

The customer register data is stored onto the database for five years from the day of using it. After the archiving period has ended, the data is disposed of, while taking privacy protection into account.

14. Inspection right

A person in the register may request an inspection right, both in person and in writing, from the person in charge of the register or a person appointed by him/her. The implementation of a written inspection right is the responsibility of the person in charge of the register.

15. Right to request a correction of information

If necessary, the accuracy of personal data will be checked from the Population Information System. The person in question may deliver a written demand for the person in charge of the register to correct the information.

16. Right to prohibit

The register will not be used for direct marketing, market and opinion polls, person registers and genealogy, and, therefore, a separate request to prohibit submitting the data is not necessary.

17. Informing the registered person

In connection to placing a reservation, the customer receives a written notification of the fact that any data concerning him/her will be registered into the customer register. A register statement concerning the system is available from the customer service of the Wholesale Market and from the Internet pages of the city.



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18. Register management

The Wholesale Market, as the register manager, has the authority concerning the register. The person in charge of it is the Managing Director or his/her deputy.

The Managing Director

- o makes the decisions concerning the compilation of the register's description and statement,
- o use of the register, defining the data content and purpose of use, granting user rights, informing the registered person and implementing the inspection right, correcting data and submitting data,
- o system-technological maintenance of the register,
- o protecting the register, arranging data protection, archiving and disposal of data
- o as well as appointing the responsible person and his/her duties.