



Privacy Policy

EU General Data Protection Regulation (2016/679)

16/01/2023

City of Helsinki register of images, videos and audio materials

1. Controller

City of Helsinki / City Board

2. Person in charge of the register

City Executive Office / Communications / Communications Director

According to a decision by the City Board (7 March 2022 § 182) on the tasks and responsibilities concerning registers in the City Executive Office, the Communications Director is in charge of the register.

3. Contact person for the register

Job title

City Executive Office, Communications Division

- Communications planner at the external communications unit
- Communications specialist at the content production unit
- Graphic specialist at the brand and events unit

Urban Environment Division, Communications Services

- Communications planner at the participation and communication channels unit
- Communications specialist at the media and resident communications unit

Culture and Pleasure Division, Communications and Marketing Services

- Graphic designer at the communications unit
- Graphic specialist in chief at the communications unit

Education Division, Communications Services

- Graphic specialist at the sector communications unit
- Graphic designer at the sector communications unit

Social Services, Health Care and Rescue Services Division, Communications Services and Participation

- Communications specialist at the service and personnel communications unit
- Information service designer at the service and personnel communications unit
- Graphic specialist at the service and personnel communications unit

Contact information

City of Helsinki, Registry Office, PO Box 10 (Pohjoisesplanadi 11–13), 00099 City of Helsinki

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

Purposes of the processing

The City of Helsinki uses images, videos and audio materials for marketing and communications purposes. The depicted persons are asked for their consent to being photographed, filmed or recorded and for the images and recordings to be published.

Images, videos and audio materials can be published on the City of Helsinki's website, social media accounts or other publications about the city.

Legal basis 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.

When processing data on someone's status as a client of the city's social services or healthcare services, data on healthcare and social welfare are considered special categories of personal data.

The processing is authorised on the basis of Article 9, paragraph 2 a in the EU General Data Protection Regulation, according to which processing of the data is authorised when the data subject has given explicit consent.

Essential legislation

- EU General Data Protection Regulation (679/2016)
- Data Protection Act (1050/2018)

5. Data content of the register

Images, videos and audio of the city's employees, residents or other persons who have consented to being photographed, filmed or recorded and for the images and recordings to be published.

The following data is included in the declaration of consent: name, email address, address, telephone number, organisation, signature.

6. Regular disclosures of personal data

The City of Helsinki can also share images and/or videos and/or audio with third parties for purposes that support the city's communications and marketing.

Images, videos and audio materials are disclosed to the City of Helsinki's Storage and Archiving register, if the material is to be permanently stored or archived.

7. Transfer of personal data outside the EU/EEA

The US Google application's analytics service, which is located in the EU/EEA, is used in the Material Bank. Personal data in the material, such as images of persons who have consented to being depicted, may be transferred outside the EU/EEA only if the service provider needs to resort to Google's technical support located outside the EU/EEA and some of the material is temporarily transferred outside the EU/EEA for technical support purposes.

8. Data storage periods

The data is stored for ten years.

9. Sources of personal data

The data is obtained from the data subject.