



Privacy policy

EU General Data Protection Regulation (2016/679)

23 March 2023

## **Enterprise Support and Advisory Services, Tourist Information Services**

### **1. Controller**

City of Helsinki/City Board

### **2. Person in charge of the register**

#### **Title**

City Executive Office/Economic Development Department/Enterprise Services Unit/  
Director of Unit

In accordance with Section 182 of the City Board's Decision on 7 March 2022 concerning the responsibilities and tasks related to the controllership, the person responsible for the register shall be the Director of Unit appointed by the Director of Economic Development.

### **3. Contact person for the register**

#### **Title**

Service Manager, City Executive Office/Economic Development Department/Enterprise Services/Business Services/Business Advisory Services

Tourism Director, City Executive Office/Economic Development Department/Tourism and Destination Management

### **Contact information**

City of Helsinki, Registry Office P.O. Box 10 (Pohjoisesplanadi 11–13), FI-00099 City of Helsinki.

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

### **Purposes of the processing**

The purpose of the processing of the personal data kept in the register is to process personal data related to the promotion and support of entrepreneurship and entrepreneurial activities and the provision of tourist information services. The processing activities include:

Services for start-up companies, managing customer and business/partner relationships, organising events and entrepreneur network activities

- Marketing and communications
- Processing of various subsidies and grants (grants to enterprises, also summer entrepreneurship programmes for young people) and reporting
- Tourist Information
- Contractual networking in tourism
- Work on mapping changes in the labour needs of enterprises

### **Legal grounds for the processing**

Personal data is processed when managing services for start-ups, customer and business/partner relationships, organising events, entrepreneur networking and tourist information services:

- Article 6(1)(e) of the EU General Data Protection Regulation: processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

When personal data is processed for the purposes of marketing and communications, the processing is done in accordance with the following:

- Article 6(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 personal data is processed for the purposes of providing financial grants or subsidies to enterprises or entrepreneurs, the processing is done in accordance with the following:

- Article 6(1)(c) of the EU General Data Protection Regulation: the processing is necessary for compliance with a legal obligation to which the controller is subject.

When carrying out tourism networking activities for businesses or entrepreneurs, personal data is processed

- Article 6(1)(b) of the EU General Data Protection Regulation: Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.

## **Essential legislation**

- EU General Data Protection Regulation (679/2016)
- Data Protection Act (1050/2018)
- Local Government Act (410/2015)
- Act on Public Employment and Business Service (28.12.2012/916)

## **5. Data content of the register**

When the city processes personal data to manage services for start-ups, customer and business/business-partner relations, organising events and entrepreneur networking or mapping the labour needs of enterprises, such personal data includes the following:

- Name, contact information (including email address, phone number, social media contacts), gender, date of birth, language, customer service language and dietary information.
- The name of the private trader's company, business ID.
- Education and competency data.
- Business plan, financial plans and similar plans submitted by the customer in the course of giving customer advice
- Information related to customer, business partner and advisory meetings and event activities.
- Professional title, photograph, event participation, meetings at events, interests, role at events, introduction text, schedule details, IP address.
- Information on the financial situation of a private trader provided in the context of giving customer advice.
- Customer feedback from business advisory services.

When the provision of a service involves the processing of specific diet-related personal data, such processing is permitted based on EU GDPR, Article 9, Subsection 2, Paragraph a, according to which the data subject has given explicit consent to the processing of those personal data for one or more specified purposes.

When the city processes personal data for the purposes of marketing and communications, said personal data includes the following:

- Name of the data subject, contact details (incl. email address, phone number).

When the city processes personal data to process various subsidies and grants (grants to enterprises, also summer entrepreneurship programmes for young people) and for reporting purposes, such personal data includes the following:

- Name, contact details (incl. email address, phone number) and age of the data subject.
- Education and competency data.
- The summer entrepreneurship programme for young people requires the processing of labour market status-related information.

- When the city processes personal data to provide tourist information services, such personal data includes the following:
- Name and contact details (incl. email address, phone number) of the data subject.
- Chat messaging data, IP address, blocked chat participants.

## **6. Regular disclosures of personal data**

### **Regular external disclosures:**

- No regular external disclosures.

### **Disclosures inside the city organisation:**

- No regular internal disclosures.

## **7. Transferring data in the register outside the EU or the EEA**

The city uses a subcontractor to process the data in the customer relationship management system, and the data may be transferred outside the EU or EEA. For transfers outside the EU or EEA, the transfer is made using the standard clauses of the European Commission.

## **8. Data storage periods**

Customer service processes – Services for start-ups, customer and business/partner relationship management, tourism advice and networking based on a customer or contractual relationship and anticipation of the labour needs of enterprises:

- The information is stored for the duration of the customer relationship and thereafter for a period of 5 years as evidence of said relationship.

Marketing, communications and voluntary networking activities:

- The personal data is stored for the period during which they are in active use/the period for which consent has been given, or a maximum period of five years. The data

subject may at any time request the erasure of his/her information, after which said information is erased from the register.

Processing of various subsidies and grants (grants to enterprises, also summer entrepreneurship programmes for young people) and reporting:

- Financial documents are stored for a period of 10 years.

## **9. Sources of personal data**

The personal data is collected directly from the data subjects.