



Privacy notice

EU General Data Protection Regulation (2016/679), Articles 13 and 14

Processing of personal data in Helsinki profile

Controller

City of Helsinki / City Board

Person in charge

In accordance with section § xs182 of the City Board decision on the responsibilities and tasks concerning register keeping in the City Executive Office issued on 7 March 2022, the person in charge of the register is the Head of Development of Digital Services appointed by the Strategy Director.

Why do we process your personal data and on what legal basis?

The purpose of processing your personal data is to enable you to use the City of Helsinki's digital services. When visitors use our services, a digital Helsinki profile will be generated for them. Users can manage the use and visibility of their personal data and delete their data either from a single service or from all of them, including their Helsinki profile, if the status of the service allows this.

Purposes of processing

The purpose of the processing of personal data in the Helsinki profile's privacy protection is to enable data subjects to manage their identification and profile data, their service data, consents and authorisations contained in their digital services.

Legal basis of processing

The legal basis for processing personal data depends on which services you use when logged into your Helsinki profile.

Article 6(1)(a) of the EU General Data Protection Regulation: The data subject has consented to the processing of their personal data for one or more specific purposes.

Point (b) of Article 6(1) 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.

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

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.

The Helsinki profile transmits personal data to digital services to the extent and within the limits that the service in question requires and that the user has given their consent to. When you log in to a service for the first time by using your Helsinki profile, you will see the legal basis for the data processing of the service in question in the login window, and you can always find this information in the service's privacy policy.

In some services, the service administrator can view the data in Helsinki profiles.

Key legislation

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

Which personal data do we process?

The personal data processed depends on the services you use:

- Contact details and potential other identification and supplementary data.
 - Users with strong authentication: official names, personal identification number and address data from the Digital and Population Data Services Agency
 - Users with lightweight authentication: the preferred first name you have entered, your address, telephone number, email address
- You can download other personal data and messages related to the services you use in your Helsinki profile
- Consents and authorisations for using personal data in the City of Helsinki's digital services
- Logging data on user and administrator actions and data processing at the interfaces
- The user's IP address will be processed in a non-anonymised manner if necessary
- Anonymised data is processed for visitor tracking
 - IP address
 - geographical location at city level
 - the device model and operating system used
 - the browser used
 - the time the service was accessed
 - service entry and exit pages
 - pages visited and activities on the site

From where do we collect your personal data?

- From public registers, when you use strong authentication to access the service

- From the data subject
- From other services and background and identification services, where the user uploads their own data, only with the data subject's consent
- By visitor tracking

To whom do we transfer or disclose your personal data?

The data are disclosed to requesting parties in accordance with the Act on the Openness of Government Activities. The data and documents are public unless they are expressly provided by law to be kept secret.

The information in your Helsinki profile is disclosed internally to the electronic services you use by logging into your Helsinki profile.

Processors of personal data

The City may outsource the processing of your personal data to an external system or service provider based on a separate agreement. In that case, the personal data are processed on behalf of the City and to fulfil a purpose determined by the City. The City remains the controller of your personal data. The City and the service provider are jointly responsible for the appropriate processing of your personal data.

Key data processors involved in the technical implementation of the system:

- Gofore Finland Oy
- Anders Innovations Oy
- HIQ Oy
- Microsoft Oy

Is your personal data transferred outside of the EU or EEA?

By default, the City of Helsinki ensures that your personal data are processed within the EU or the EEA. However, in some cases, the City's services or functions may also be carried out by service providers, services or servers located elsewhere. In such a case,

your personal data may be transferred outside the EU or the EEA as well, such as the United States. The General Data Protection Regulation sets strict criteria for transferring data to countries whose legislation concerning the processing of personal data deviates from the requirements of European data protection legislation. In such cases, the City of Helsinki commits to adhering to the requirements set for an adequate level of personal data protection and, where applicable, commits its system suppliers and service providers to take care of similar data protection obligations, as prescribed in data protection legislation.

How long do we keep your personal data?

The customer's own data will be available for the duration of the customer relationship. The data will be kept for five years from the last service event. Processing data regarding the e-service will be kept for five years. The retention periods of information in an individual background service are based on the retention periods of the service register in question.

Automated decision-making and profiling

No automatic decision-making is used.

Rights concerning the processing of your personal data

Your rights depend on which service you use when logged in to your Helsinki profile.

You can exercise your rights according to the general guidelines of Helsinki, but also by logging in to your Helsinki profile. You can, e.g. manage the use and visibility of your personal data and delete your data either from a single service or from all of them, including your Helsinki profile, if the status of the service allows this.

Rights of data subjects and instructions on how to exercise them can be found from:

<https://www.hel.fi/fi/paatöksenteko-ja-hallinto/tietoa-helsingista/tietosuoja-ja-tiedonhallinta/tietosuoja/rekisteroidyn-oikeudet-ja-niiden-toteuttaminen>

Right of access, Article 15

You have the right to know what personal data is processed about you and what data is stored about you. The City of Helsinki will provide the information without undue delay, at the latest within one month of receiving the request. If necessary, this period may be extended by a maximum of two months if the request is of exceptional scope and complexity. If the time limit is extended, the city will inform the person requesting the information of this within one month of receiving the request, as well as of the reasons for the delay.

If the city refuses to carry out your request for access, it will inform you of this within one month of receiving the request. The city will also state the reasons for the refusal, unless this would jeopardize the purpose of the refusal. You will also be informed of the possibility of lodging a complaint with the supervisory authority and of judicial remedies.

Right to rectification, Article 16

You have the right to demand that the city rectify imprecise and inaccurate personal data concerning you without undue delay. In addition, you have the right to supplement incomplete information. Any incompleteness of the data will be resolved by taking into account the purpose of the processing of personal data.

If the city does not accept the person's demand for rectification, it will issue a written certificate stating the reasons the demand was not accepted. The possibility of lodging a complaint with a supervisory authority and of seeking other remedies is also mentioned in connection with the certificate.

Right to erasure, right to be forgotten, Article 17

You have the right to request the erasure of your data in the following cases:

- You withdraw your consent on which the processing was based on and there is no other legal basis for the processing.
- You object to the processing of your data for purposes of direct marketing.
- You object to the processing on grounds relating to your particular situation and there are no overriding legitimate grounds for the processing.

- Your personal data has been unlawfully processed.
- Your personal data has to be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.
- Your personal data has been collected in relation to the offer of information society services and it concerns the personal data of a minor.

If the city does not accept your request for erasure, it will issue a written certificate stating the reasons why the request was not accepted. The possibility of lodging a complaint with a supervisory authority and of seeking other remedies is also mentioned in connection with the certificate. The right to erasure does not exist if the processing is based on compliance with the city's statutory obligation, or it is related to the performance of a task carried out in public interest or the exercise of public authority vested in the city.

Right to restriction of processing, Article 18

In certain situations, you may have the right to request that the processing of your personal data is restricted until your data has been duly checked and corrected or supplemented. Such situations include when you deny accuracy of your data, in which case the processing of your data is restricted for the time the city checks its accuracy.

Right to data portability, Article 20

You have the right to transfer your personal data from one controller to another if you have provided the controller with your personal data by yourself, and the processing of the data is based on consent or a contract, and the processing is carried out automatically.

This right does not apply to processing that is necessary for the performance of a task carried out in the public interest or in the exercise of an official authority vested in the city.

Right to object, Article 21

You have the right to object at any time on grounds relating to your personal situation to the processing of your personal data where the processing is based on the performance of a task carried out in the public interest or in the exercise of an official authority vested in the city. In this case, the data may be further processed only if there is a substantial and justified reason for the processing that can be demonstrated by the city. The processing

may also continue if the processing is necessary for the establishment, exercise or defense of legal claims.

Right to withdraw consent, Article 7

When the processing of your personal data is based on consent, you have the right to withdraw your consent at any time. When the city asks you to give the city your consent, you are informed of this right at the same time.

The withdrawal of consent does not affect the lawfulness of processing done prior to the withdrawal of consent.

Right to lodge a complaint with an authority, Article 77

You have the right to lodge a complaint with the supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement, if you consider that the processing of personal data concerning you infringes the EU General Data Protection Regulation. In Finland, this supervisory authority is the Data Protection Ombudsman. In addition, you have the right to exercise other administrative and judicial remedies.

[Office of the Data Protection Ombudsman](#)

Visiting address: Lintulahdenkuja 4

Postal address: PL 800, 00531 Helsinki

Email: tietosuoja@om.fi

Switchboard: 029 56 66700

How can you contact us for questions related to data protection?

As a logged-in user, you can view your own stored data in many of the city's systems. You can request corrections to incorrect information through the service where the data was generated.

Contact person

Lead specialist/Development of Digital Services/Digitalization unit
profili@hel.fi

The person responsible for the service

Head of Development of Digital Services

Contact information

City of Helsinki, Registrar's Office, PL 10 (Pohjoisesplanadi 11-13), 00099 Helsingin kaupunki

Contact information of Data Protection Officer

Data Protection Officer of City of Helsinki
tietosuoja@hel.fi
09 310 1691 (switchboard)

This privacy notice has been updated on 06.05.2026.