

Privacy Notice
EU General Data Protection Regulation (2016/679)
13/09/2023

Member register of the customer community and customer research platform

1. Controller

City of Helsinki / City Board

2. Person in charge of the register

Job title

City Executive Office / Strategy Department / Digitalisation Unit / Digital Services /
Development Manager

According to Section 182 of the City Board's decision on the responsibilities and tasks related to the City Executive Office's keeping of the register, issued on 7 March 2022, the Development Manager of the Digital Services, appointed by the Strategy Director, is the person in charge of the register.

3. Contact person for the register

Job title

City Executive Office / Strategy Department / Digitalisation Unit / Lead Service
Designer

Contact information

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

4. The purposes of the processing of personal data and its legal basis

Purposes of processing

The City of Helsinki's customer community and customer research platform are used to develop the city's services and operations with residents. Personal data is collected and processed for the purpose of organising the activities of the customer community with the aid of a customer research platform operating on an online platform.

1. Member and user management of the customer community operating on the online platform.

2. On the platform, members participate in online tasks, which are used to develop the city's services based on customer understanding.
3. Organising participation in customer studies' individual and group events and sending participation rewards.

Legal basis for processing

Point (a) of article 6(1) 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.

Key legislation

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

5. Data content of the register

As a rule, only identifying data and contact information provided by the data subject are collected on the platform.

When registering in the customer community, the only information the user must provide is their email address. In addition, the user is asked to provide background information about themselves, as well as personal data related to their life situation, experiences and the use of services. The community operates under pseudonyms. The information provided is anonymised – that is, pseudonymised – on the platform. This means the information cannot be linked to a person without additional information. When the data is processed and analysed in more detail, the data is anonymised, that is, permanently changed to an unidentified form.

More specific personal data, such as name, postal address and telephone number, will be requested separately and only if necessary for communications related to the organisation of research and joint development events as well as for the delivery of participation rewards. A separate consent is requested for the processing of this data.

Data subjects are not asked to provide specific personal data, but if it is provided by the data subject, they will be processed on the basis of point (e) of Article 9(2) of the GDPR.

In addition, users' IP addresses are collected on the server for the purpose of resolving abuse situations.

6. Regular disclosures of personal data

There are no regular disclosures of personal data.

If necessary, data may be disclosed within the city or to the city's service design and customer research contract partners:

- For the processing and analysis of anonymous (i.e. pseudonymised) research data collected on the platform in projects related to the development of the city's services.
- For participation and communication purposes, in connection with a project related to the development of services with the data subject's separate consent.

If necessary, the information will be disclosed to the Tax Administration for Incomes Register reports related to remunerations with the separate consent of the data subject.

Data is not transferred or processed outside the European Union or the European Economic Area.

7. Data retention periods

Personal data is stored only for as long as the individual member is involved in the activities of the community. Personal data may be deleted after six months if the data subject has not been active on the platform and in the community. Data is deleted regularly. The data subject can delete their data at any time. Anonymised responses to research tasks will be retained for no longer than two years.

8. Sources of personal data

Information provided by the registered person.