



Privacy Policy

EU General Data Protection Regulation (2016/679)

30 April 2021

## **Support of business and promotion of entrepreneurship**

### **1. Controller**

City Board. The controller duties have been delegated to the Director of Economic Development. (City Board 20 April 2020, Section 247)

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

#### **Title**

City Executive Office / Director of Economic Development

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

#### **Title**

Head of the unit, City Executive Office / Economic Development / Enterprise Services

#### **Contact information**

The City of Helsinki Registry, POB 10 (Pohjoisesplanadi 11-13) 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 register is to process personal data pertaining to the promotion and support of business and entrepreneurship. This includes, for example, the management of client and enterprise/partner relations, business counselling, start-up counselling, drafting of statement, events and entrepreneur network activities, marketing and communications. Processing and awarding of various kinds of support and grants to enterprises.

### **Legal grounds 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;

Article 6, paragraph 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;

Article 6, paragraph 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.

### **Essential legislation**

EU General Data Protection Regulation (679/2016)

Local Government Act (410/2015)

Data Protection Act (1050/2018)

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

Data subject's name and contact information.

Information on the business idea and the business plan. Statements. Data pertaining to client, partner and counselling meetings, and events operations.

The business plan is stored subject to the consent of the client.

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

Internal municipal bodies:

The case and document management system

The account register

Data contained in the register is not transferred outside the EU or the EEA. Data contained in the register is not transferred outside the EU or the EEA.

## **7. Data storage periods**

The data is stored for five years following the termination of the client or partner relationship. Data pertaining to financial commitments is stored for ten years.

## **8. Sources of personal data**

The data is obtained from the data subject.