



Privacy policy

EU General Data Protection Regulation (2016/679)

[22/8/2022]

The City Executive Office's register of communications and marketing

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

Title

One of the communications planners at the external communications unit of the City Executive Office's communication bureau.

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 the legal grounds for the processing

Purposes of the processing

The purpose of the processing of the personal data in the register is to communicate about and market the city's services and operations to the city residents.

Legal grounds for the processing

When the city sends its residents newsletters, personal data is processed based on Article 6, point 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.

Essential legislation

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

5. Data content of the register

When the city sends its residents newsletters, the data subject's email address constitutes the personal data processed.

6. Regular disclosures of personal data

Data is not regularly disclosed from the register to third parties outside the City of Helsinki.

7. Transfer of personal data outside the EU or the EEA

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

8. Data storage periods

When the city sends its residents newsletters, personal data is stored for its period of active use and for five years after its conclusion.

9. Sources of personal data

The data is obtained from the data subject.