



Privacy notice

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

Processing of personal data in the ordering and production of communication, brand and marketing services

Controller

City of Helsinki / City Board

In accordance with Section 182 of the decision of 7 March 2022 on the responsibilities and tasks related to the City Boards's register maintenance in the City Executive Office, the person responsible for the register is the Chief communications officer.

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

The purpose of processing personal data is to order, produce and develop the communications, marketing and brand of the City of Helsinki. When the City of Helsinki provides communications or marketing services to inform residents, service users, organisations and other entities about the activities of the municipality. Or provides information about the services organised by the municipality, the economy, matters under preparation in the municipality, plans relating to them, the handling of matters, decisions made and the effects of decisions:

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

- Section 29 of the Local Government Act When ordering a service, managing a customer

relationship, providing a service, producing a customer survey and research:

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.

In the provision of services where the materials produced are photographs and videos of individuals, and in the registration for events:

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.

Which personal data do we process?

Service subscriber information when ordering a service:

- Name
- Title
- Organisation
- Email address
- Phone number

Service provider information:

- Name
- Title
- Organisation
- Email
- Phone number
- Work experience of the person related to the order

For providing services:

- Photos of people

- Video of people
- Email address

For producing a customer survey:

- Name
- Organisation
- Email address
- Phone number
- Any other information related to consumer behavior (does not include confidential information or special personal data).

For registering for an event:

- Name
- Organisation
- Email address
- Diet information

From where do we collect your personal data?

The information is obtained from the individuals themselves or from the organisations they work for.

To whom do we transfer or disclose your personal data?

In communication, marketing and brand services, the City of Helsinki's contract suppliers of the relevant services act as processors of personal data. The City may outsource the processing of your personal data to an external system supplier or service provider under a separate assignment agreement. In such cases, the processing of personal data takes place on behalf of and for the account of the City, and for the purpose specified by the City.

Data may be transferred to companies providing communication, marketing and brand services and event services to the City of Helsinki. The main contract suppliers are: Kaiku Helsinki Oy, Wörks. Oy, Oy SEK Ab, Kaskas Media Oy, Miltton Oy, Ahjo Communications Oy, Oy Kultainen Sherpa Ab, Lataamo Group Oy.

In addition, the suppliers of the information systems used, such as Microsoft, act as processors of personal data.

Data will be disclosed to the person requesting it in accordance with the Act on the Openness of Government Activities. The data and documents are public unless they have been expressly provided for by law to be kept confidential.

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

The data is primarily processed in the EU/EEA, but data transfers to the United States are possible in some situations. The transfers are based on an adequacy decision referred to in Article 45 and Data Privacy Framework certification.

How long do we keep your personal data?

Communication, marketing and brand service providers retain data until the end of the contract period and the end of the assignments.

The city retains data by document type for the period specified in the city's information management plan (tiedonohjaus.hel.fi, in Finnish).

Typical retention periods:

- Photographs for public use that contain identifiable individuals, for example, images of individuals published on websites and e-publications: Retained according to the usage rights, for a maximum of 5 years after the year the image was taken. An image or video image processed on the basis of consent will be deleted if you withdraw your consent.

- Images taken at a brand point will be deleted immediately after the image is sent.
- Event registration information: Retention period 5 years.

Automated decision-making and profiling

The service does not involve automated decision-making or profiling.

Rights concerning the processing of your personal data

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

<https://www.hel.fi/fi/paatoksenteko-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](#)

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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?

Contact persons

Task title

City Executive Office

- Communications Specialist, External Communications Unit, Communications Department
- Marketing Manager, Brand and Events Unit, Communications Department

kaupunginkanslia.viestinta@hel.fi

Urban Environment Division

- Communications manager, Communication Services

kymp.viestinta@hel.fi

Culture and Leisure Division

- Head of Communications Unit, Communication and Marketing Services

kuva.viestinta@hel.fi

Education and Training Division

- Communications and Marketing Manager

kasko.viestinta@hel.fi

Social, Health and Rescue Division

- Communications and Inclusion Manager

sotepe.viestinta@hel.fi

The person responsible for the service

City Executive Office / Communications Department / Chief communications officer

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 19 May 2026.