



Description of file

EU General Data Protection Regulation (2016/679)

23 September 2020

## **Personal data file on photography and publication consent in sector services**

### **1. Controller**

The Culture and Leisure Committee delegated the controller's tasks to the Executive Director on 27 March 2018, Section 71.

### **2. Person responsible for the data file**

#### **Job title**

Administration Manager

### **3. Data file contact person**

#### **Job title**

Graphic Designer

#### **Contact information**

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

## **4. Purpose and legal grounds for processing personal data**

### **Purpose of processing**

The purpose of processing personal data in the data file is to store photography and publication consent for sector services, store produced image material and publish it in accordance with the permits. Stored data also includes image reference data and creator data.

### **Legal grounds for processing**

The legal basis for processing is Article 6(1)(a) and (b) of the EU General Data Protection Regulation:

Point (a): the data subject has given consent to the processing of his or her personal data for one or more specific purposes.

Point (b): the processing of personal data is based on a contract.

### **Essential legislation**

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

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

Name, address, e-mail address and telephone number of the data subject; in the case of a dependant, also the corresponding information and signature of the guardian. In addition, pictures or other audiovisual material from which the person can be identified, authorship information (name and contact information) and the time and place of production of the material.

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

On a case-by-case basis, images containing personal data are disclosed to third parties and published as part of the city's marketing and communication in accordance with the agreement. No disclosures of personal data outside the EU and EEA.

## **7. Data retention periods**

Personal data is retained permanently. Consent-based data is deleted after the consent has expired.

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

Personal data is obtained directly from the data subject or produced during the event of photography.