



Privacy notice

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

Privacy notice for Traffic and Street Planning

Data controller

The Urban Environment Committee. The controller's duties have been delegated to the land use director. Urban Environment Committee's decision 15 May 2018 HEL 2018-004277.

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

The Urban Environment Division is responsible for implementing the City of Helsinki's traffic and street planning. To this end, personal data are processed for the following purposes:

- resident participation related to street plans and various street pilots,
- resident participation related to traffic plans and other transport studies and plans, and
- research and development activities, including various forms of traffic and street photography, as well as traffic censuses and surveys.

Legal basis for the processing:

Article 6(1)(c) of the EU General Data Protection Regulation: processing is necessary for compliance with a legal obligation to which the controller is subject in relation to the Land

Use and Building Decree. This legal basis applies to resident participation related to street plans.

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 data controller. This legal basis applies to pilots, traffic plans, other transport studies and plans and research and development activities.

What personal data concerning you do we process?

Resident participation related to street plans and various street pilots:

- for properties bordering planning areas: name, address, property ID, business ID
- for residents taking part in participation events or other forms of participation, where they so wish: name, email address, postal address, telephone number.

Resident participation related to traffic plans and other transport studies and plans:

- municipal resident's name, telephone number, address, email address.

Research and development activities; the following data, among others, on a case-by-case basis:

- age, gender, mobility habits, income level
- where necessary, the municipal resident's name, telephone number, address, postal code, email address, native language, family details, employment status, vehicle registration number and vehicle ownership details
- photographs, video footage, laser scans; videos or photographs may also capture various types of data that can be linked to a person, such as recognisable facial images and vehicle number plates.

From where do we collect your personal data?

The personal data are collected directly from the data subject and, where necessary, from publicly accessible systems maintained by authorities.

As far as videos, photographs and laser scanning material is concerned, material containing personal data on a temporary basis is produced using cameras and laser scanners mounted on photography vehicles moving on public traffic routes in the City of Helsinki or set up in public areas.

With regard to surveys, the data are obtained directly from the data subject or, in some cases, partly from other population registers, such as the Digital and Population Data Services Agency, Suomen Asiakastieto or Dun & Bradstreet.

To whom do we disclose or transfer your personal data?

The data may be disclosed in accordance with the Act on the Openness of Government Activities. Data and documents held by the City are public unless they are expressly provided by law to be kept secret.

The data may also be disclosed for research purposes or for similar purposes in accordance with data protection legislation, subject to a separate authorisation procedure.

The City may outsource the processing of your personal data to an external system supplier or service provider based on a separate commission agreement. In that case, the personal data are processed on behalf of the City and to fulfil a purpose determined by the City. The City remains the data controller of your personal data.

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

By default, the City of Helsinki ensures that your personal data are processed within the EU or the EEA. However, in some cases, the City's services or functions may also be carried out by service providers, services or servers located elsewhere. In such cases,

your personal data may also be transferred outside the EU or the EEA, such as to the United States. The General Data Protection Regulation sets strict criteria for transferring personal data to countries whose legislation concerning the processing of personal data deviates from the requirements of European data protection legislation. In such cases, the City of Helsinki commits to adhering to the requirements set for an adequate level of personal data protection and, where applicable, commits its system suppliers and service providers to adhering to similar data protection obligations, as prescribed in data protection legislation.

How long do we retain your personal data?

- Resident participation related to street plans and various street pilots: The data are retained for no longer than the duration of the project.
- Resident participation related to traffic plans and other transport studies and plans: The data are retained for no longer than the duration of the project.
- Surveys: sample data and contact details are retained for the duration of the survey (for a maximum of one year), after which identifying information is deleted and the response data are anonymised.
- 360-degree street view images and laser scans: personal data contained in the material are only retained temporarily, and any personal data are anonymised within 14 days of the photography ending, at the latest.
- Traffic censuses: videos and photographs are only retained for the duration of the project.
- Development and research activities may involve capturing real-time video footage, which is not recorded by default. If video footage is recorded, the data are retained for the duration of the activity relating to the recording (e.g. a study), after which the data are deleted.

Automated decision-making and profiling

The personal data are not used for automated decision-making or profiling.

Your rights regarding the processing of your personal data

Information on the rights of data subjects and instructions for exercising these rights are available at:

<https://www.hel.fi/en/decision-making/information-on-helsinki/data-protection-and-information-management/data-protection/rights-of-data-subjects-and-exercising-these-rights>

Right of access (Article 15)

You have the right to obtain confirmation as to what personal data concerning you are being processed and what data concerning you have been stored. The City of Helsinki will provide you with the information without undue delay, at the latest within one month of receiving the request. If necessary, this deadline may be extended by a maximum of two months if the request is of exceptional scope and complexity. If the deadline is extended, the City will notify the person who submitted the request of the extension and the grounds for the extension within one month of receiving the request.

If the City refuses to fulfil your access request, it will inform you of this within one month of receiving the request. The City will also provide the reasons for the refusal, unless doing so would compromise 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 request that the City rectify inaccurate personal data concerning you without undue delay. You also have the right to have incomplete data completed. Whether the data are incomplete will be determined based on the purpose of the processing of the personal data.

If the City rejects your request for rectification, it will issue a written certificate stating the reasons why the request was rejected. You will also be informed of the possibility of lodging a complaint with the supervisory authority and of judicial remedies.

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 and there is no other legal basis for the processing.
- You object to the processing of your data for direct marketing purposes.
- 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 have been unlawfully processed.
- Your personal data have to be erased for compliance with a legal obligation in Union or Member State law to which the data controller is subject.
- Your personal data have been collected in relation to the offer of information society services and concern a minor.

If the City rejects your request for erasure, it will issue a written certificate stating the reasons why the request was rejected. You will also be informed of the possibility of lodging a complaint with the supervisory authority and of judicial remedies.

The right to erasure does not apply to the extent that processing is necessary for compliance with a legal obligation to which the City is subject or for the performance of a task carried out in the public interest or in the exercise of official 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 personal data concerning you is restricted until the data have been duly verified and corrected or completed. These include situations where you contest the accuracy of the personal data, in which event the processing is restricted until the City has verified the accuracy of the data.

Right to data portability (Article 20)

You have the right to transfer your personal data from one data controller to another only if you provided the data to the controller and the processing of the data is based on consent or a contract and carried out by automated means.

This right does not apply to processing necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the City.

Right to object (Article 21)

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you when the processing is based on legitimate interests, the performance of a task carried out in the public interest or in the exercise of official authority vested in the City. In this case, the data can continue to be processed only if the City demonstrates compelling legitimate grounds for the processing. The processing may also continue if the processing is necessary for the establishment, exercise or defence of legal claims.

Right to withdraw consent (Article 7)

If the legal basis for the processing of your data is consent, you have the right to withdraw your consent at any time. The City will inform you of this right when requesting your consent.

The withdrawal of consent does not affect the lawfulness of processing done prior to the withdrawal of consent.

Right to lodge a complaint with a supervisory authority (Article 77)

You have the right to lodge a complaint with a supervisory authority if you consider the processing of personal data concerning you to infringe the EU General Data Protection Regulation ((EU) 2016/679). In addition to this, you have the right to exercise other administrative and judicial remedies.

[Office of the Data Protection Ombudsman](#)

Street address: Lintulahdenkuja 4

Postal address: PO Box 800, 00531 Helsinki

Email: tietosuoja@om.fi

Switchboard: +358 29 56 66700

How can you contact us for questions related to data protection?

Contact person

Land Use and City Structure, Traffic and Street Planning

Planning Unit Manager, Traffic Management Unit Manager, Transport System Unit Manager, Resource Planning Unit Manager

Person in charge

Traffic and Street Planning Manager

Contact information

Urban Environment Division, Työpajankatu 8, PO Box 58210, FI-00099 City of Helsinki

Contact details of the data protection officer

City of Helsinki Data Protection Officer

tietosuoja@hel.fi

+358 9 310 1691 (switchboard)

This privacy notice was last updated on 21 August 2026