



Privacy policy

EU General Data Protection Regulation (2016/679)

13.6.2022

The Urban Environment Division's customer communications and marketing register

1. Controller

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

Urban Environment Division, Työpajankatu 8, P.O. Box 58231, FI-00099 City of Helsinki

2. Person in charge of the register

Title

Communications Manager

3. Contact person for the register

Title

Media Communications Unit Manager

Contact information

Urban Environment Division, Työpajankatu 8, P.O. Box 58234, FI-00099 City of Helsinki

4. Purposes of the processing of personal data and the legal grounds for the processing

Purposes of the processing

Personal data in the register is processed for the purpose of targeting the Urban Environment Division's communications and marketing, managing photographs and their publishing permissions, organising urban events and providing advice for the residents of the municipality.

Legal grounds for the processing

Point (a) of Article 6(1) 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)
- Administrative Procedure Act (434/2003)
- Act on the Openness of Government Activities (621/1999)

5. Data content of the register

- Name
- E-mail address
- Telephone number
- Name of the organisation

- Additional information related to event registrations
- Address
- Role in a housing company

6. Regular disclosures of personal data

Personal data is not disclosed.

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

7. Data storage periods

The personal data required for targeting messages related to communications and marketing will be retained for the duration of the consent given by the customer.

As regards photograph publishing permissions, the data will be retained for as long as the City has publishing rights for the photograph.

As regards urban events, the personal data will be retained for no longer than five years after the event takes place.

As regards advising residents, the personal data will be retained for no longer than five years after first contact from the resident.

8. Sources of personal data

The data is obtained from data subjects themselves.