

## Description of file

1. Name of the Register	The City Executive Office's Register of Customer Communication, Marketing and Event Management
2. Controller	City Executive Office / Communications Director
3. Person in charge of the Register	City Executive Office / Communications Director
4. Contact Person for the Register	City Executive Office / Communications Manager, responsible for customer communication and marketing
	<p>Contact information:  City of Helsinki  Registrar's Office  POB 10 (Pohjoisesplanadi 11–13)  00099 CITY OF HELSINKI</p>
5. Purposes of the processing of personal data and the legal grounds for the processing	<p>Personal data is used for directing the City Executive Office's communication and marketing to the data subject and for the management of data pertaining to event organisers and participants.</p> <p>Legal grounds for the processing:</p> <p>Article 6, paragraph 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;</p> <p>Article 6, paragraph 1 b of the EU General Data Protection Regulation: processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;</p> <p>Article 6, paragraph 1 c of the EU General Data Protection Regulation: processing is necessary for compliance with a legal obligation to which the controller is subject.</p> <p>Essential legislation:  EU General Data Protection Regulation (679/2016)  Data Protection Act (1050/2018)  Local Government Act (410/2015)  Act on the Openness of Government Activities (621/1999)</p>



15.3.2019

6. Data content of the Register	Identification and contact information of the data subject
7. Regular disclosures of personal data	Data contained in the register is not transferred outside the EU or the EEA.  As for paid services, the payment information will be transferred to the calculation register.
8. Data storage periods	Data is stored for its period of active use.  Data that is collected subject to consent will be deleted following the lapse of consent.
9. Sources of personal data	The data is primarily obtained from the data subject.  When there is a need for joint communications or marketing, the contact information can be obtained from other registers.