

## Description of file

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| 1. Name of the register   | The City Executive Office's register of customer communication, marketing and event management.  |
| 2. Controller   | City Board. The duties of the controller have been delegated to the Communications director (City Board decision 20 April 2020, section 247).  |
| 3. Person in charge of the register   | Communications director  |
| 4. Contact person for the register  | Communications planners at the external communications unit of the City Executive Office's communication bureau.   |
|   | Contact information:<br>City of Helsinki<br>Registry<br>POB 10 (Pohjoisesplanadi 11-13)<br>00099 CITY OF HELSINKI  |
| 5. Purposes of the processing of personal data and the legal grounds for the processing | <p>The aim of processing personal data in the register is to allocate communication, marketing, invitations as well as resident and business surveys to the clients and stakeholders of the City Executive Office.</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>Essential legislation:<br/>EU General Data Protection Regulation (679/2016)<br/>Data Protection Act (1050/2018)<br/>Local Government Act (410/2015)<br/>Act on the Openness of Government Activities (621/1999)</p> |
| 6. Data content of the register   | Name of the subject in the register, e-mail, phone number, date of birth and address as well as organisation.  |
| 7. Regular disclosures of personal data   | Data contained in the register is not transferred outside the EU or the EEA. Personal data is disclosed to third parties based on consent.   |



25.11.2019

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| 8. Data storage periods     | The personal data is stored for its period of active use or for a maximum period of five years. The data subject can, at any time, ask for the data to be erased, in which case it will be erased from the register. |
| 9. Sources of personal data | The data is obtained from the data subject.  |