



Register description

1. Name of the register	The Urban Environment Division's customer communications and marketing register
2. Controller	<p>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.</p> <p>Contact Information: Sörnäistenkatu 1 PO Box 58231 FI-00099 CITY OF HELSINKI</p>
3. Person in charge of the register	Communications Manager
4. Contact person for the register	Media Communications Unit Manager
	<p>Contact Information: Urban Environment Division Sörnäistenkatu 1 PO Box 58234 FI-00099 CITY OF HELSINKI</p>
5. Purposes of processing personal data and legal basis for the processing	<p>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 and organising urban events for the residents of the municipality.</p> <p>Legal basis 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.</p> <p>Relevant 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)</p>



21.2.2019

6. Information content of the register	Name E-mail address Telephone number Name of the organisation Additional information related to event registrations
7. Statutory disclosure of personal data	Personal data is not disclosed. Data in the register is not transferred outside of the EU or EEA.
8. Data retention 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.
9. Information sources for personal data	The data is obtained from data subjects themselves.