



Privacy policy

EU General Data Protection Regulation (2016/679)

11 November 2022

## **Enterprise Support and Advisory Services, Tourist Information Services**

### **1. Controller**

City of Helsinki / City Council

### **2. Person in charge of the register**

#### **Title**

City Executive Office / Economic Development Department / Enterprise services / Head of unit

In accordance with Section 182 of the City Council's Decision 7/3/2022 concerning responsibilities and tasks related to controllership, the person in charge of the register is the head of the unit appointed by the Director of economic development.

### **3. Contact person for the register**

#### **Title**

Service manager, City Executive Office / Economic Development Department / Enterprise services / Business Advisory Services

Head of Unit, City Executive Office / Economic Development Department / Enterprise services / Tourism and Destination Management unit

### **Contact information**

City of Helsinki, Registry Office P.O. Box 10 (Pohjoisesplanadi 11–13), FI-00099 City of Helsinki.

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

### **Purposes of the processing**

The purpose of the processing of the personal information kept in the register is to process personal information related to the promotion and support of entrepreneurship and entrepreneurial activities and the provision of tourist information services. The processing activities include, i.a.:

- Starting a business services, management of customer and business/business-partner relations, organisation of events and entrepreneur networking activities
- Marketing and communications
- Processing of various subsidies and grants (grants to enterprises, also summer entrepreneurship programmes for young people) and reporting
- Provision of tourist information services

### **Legal grounds for the processing**

When personal information is processed for the purposes of starting a business services, the management of customer and business/business-partner relations, organising events, entrepreneur networking activities and the provision of tourist information services, said processing is done in accordance with the following:

- 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 controller.

When personal information is processed for the purposes of marketing and communications, the processing is done in accordance with the following:

- Article 6(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.

When personal information is processed for the purposes of providing financial grants or subsidies to enterprises or entrepreneurs, the processing is done in accordance with the following:

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

### **Essential legislation**

- EU General Data Protection Regulation (679/2016)
- Data Protection Act (1050/2018)
- Local Government Act (410/2015)
- Act on Public Employment and Business Service (28.12.2012/916)

## **5. Data content of the register**

When the City processes personal information to provide starting a business services, manage customer and business/business-partner relations, organise events and operate entrepreneur networking activities, said personal information includes the following:

- Name, contact details (incl. email address, phone number), gender, age and diet information of the registered party.
- Education and competency data.
- Business plans are kept based on expressed customer consent.
- Information related to customer, business partner and advisory meetings and event activities.
- Professional title, photograph, event participation, meetings at events, interests, role at events, introduction text, schedule details, IP address.

When the provision of a service involves the processing of specific diet-related personal information, said processing is permitted based on EU GDPR, Article 9, Subsection 2, Paragraph a, according to which the data subject has given explicit consent to the processing of those personal data for one or more specified purposes.

When the City processes personal information for the purposes of marketing and communications, said personal information includes the following:

- Name and contact details (incl. email address, phone number) of the registered party.

When the City processes personal information to process various subsidies and grants (grants to enterprises, also summer entrepreneurship programmes for young people) and for reporting purposes, said personal information includes the following:

- Name, contact details (incl. email address, phone number) and age of the registered party.
- Education and competency data.
- The summer entrepreneurship programme for young people requires the processing of labour market status-related information.

When the City processes personal information to provide tourist information services, said personal information includes the following:

- Name and contact details (incl. email address, phone number) of the registered party.
- Chat messaging data, IP address, blocked chat participants.

## **6. Regular disclosures of personal data**

### **Regular external disclosures:**

- No regular external disclosures.

### **Disclosures inside the city organisation:**

- No regular internal disclosures.

## **7. Data storage periods**

Customer service processes – Starting a business services, management of customer and business/business-partner relations, tourist information services and customer relationship-based networking activities:

- The information is stored for the duration of the customer relationship and thereafter for a period of 5 years as evidence of said relationship.

Marketing, communications and voluntary networking activities:

- The personal information is stored for the period during which they are in active use/the period for which consent has been given, or a maximum period of five years. The registered party may at any time request the erasure of his/her information, after which said information is erased from the register.

Processing of various subsidies and grants (grants to enterprises, also summer entrepreneurship programmes for young people) and reporting:

- Financial documents are stored for a period of 10 years.

## **8. Sources of personal data**

The personal information is collected directly from the registered parties.