



PRIVACY STATEMENT

This is a statement on the processing of personal data in accordance with the EU General Data Protection Regulation (679/2016).

Data Controller

Itä-Savon Uusyrityskeskus ry

ID: 1468776-3

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Phone: 044 417 4960 Email: uusyrityskeskus@savonlinna.fi

Name of the Personal Data Register

Customer and Stakeholder Register

Basis and Purpose of Personal Data Processing

The legal basis for processing personal data is:

- The consent given by the data subject for the processing of personal data
- The legitimate interest of the data controller, based on the customer relationship between the data subject and the data controller

Personal data is collected for maintaining customer and stakeholder relationships, developing services, analyzing (grouping and reporting), and assessing customer experiences/satisfaction. The data is also used for communicating about services and events.

Regular Data Sources

The personal data processed is regularly obtained from the following sources:

- From the data subject themselves
- From the trade register

We collect information at the start of the customer relationship, during registration, when using our services, or during events we organize. We primarily collect personal data from the data subject themselves. Personal data may also be obtained from other registers and public sources within the limits allowed by law.



Processed Personal Data

The data controller collects only such personal data about the data subjects that is relevant and necessary for the purposes described in this privacy statement:

- General contact information such as name, organization, address, email, and phone number
- Date of birth for customers receiving business establishment advice
- Additional information provided by the customer (e.g., gender, nationality, work and study history)
- Service event information
- Information related to customer feedback and surveys
- Information related to the implementation of direct marketing and customer communication
- Service usage information across different service channels

Disclosure of Personal Data

Data is not regularly disclosed to other parties. However, contact information may be disclosed to the extent necessary to event co-organizers and public project funders or other similar public administration representatives. Data may be disclosed to authorities, experts, financial institutions, etc., based on the customer's consent, for actions required by the customer's service needs.

Transfers of Personal Data to Third Countries

Personal data is not transferred outside the EU and the European Economic Area.

Protection of Personal Data

The data controller processes personal data in a manner that ensures appropriate security of the personal data, including protection against unauthorized processing and accidental loss, destruction, or damage. The data controller uses appropriate technical and organizational safeguards to ensure this goal, including the use of firewalls, encryption techniques, and secure facilities, proper access control, careful management of user IDs for information systems, and instructing personnel involved in the processing of personal data.

All employees processing personal data are bound by confidentiality obligations under the Employment Contracts Act (55/2001) and supplementary confidentiality agreements regarding the processing of personal data.

Data Retention Period

Personal data is retained as long as necessary to fulfill the purposes for which it was collected, in accordance with applicable legislation. After this, the personal data will be deleted. The retention of personal data complies with statutory obligations, including accounting legislation. Upon termination of



the contractual relationship, the retention period of the data is determined by the purpose of use and applicable legislation.

Profiling

Personal data is not used for profiling or other automated decision-making.

Rights of the Data Subject

- **Right to Access Personal Data:** The data subject has the right to obtain confirmation as to whether personal data concerning them is being processed, and if so, the right to access their personal data.
- **Right to Rectification:** The data subject has the right to request the correction of inaccurate and incorrect personal data concerning them. The data subject also has the right to have incomplete personal data completed by providing the necessary additional information.
- **Right to Erasure:** The data subject has the right to request the deletion of personal data concerning them if:
 - a. The personal data is no longer needed for the purposes for which it was collected;
 - b. The data subject withdraws the consent on which the processing is based, and there is no other legal basis for the processing; or
 - c. The personal data has been processed unlawfully.
- **Right to Restrict Processing:** The data subject has the right to restrict the processing of personal data concerning them if:
 - a. The data subject contests the accuracy of their personal data;
 - b. The processing is unlawful, and the data subject opposes the deletion of their personal data and requests the restriction of its use instead; or
 - c. The data controller no longer needs the personal data for the original purposes of processing, but the data subject needs it for the establishment, exercise, or defense of legal claims.

Right to Object

The data subject has the right to object to the processing of personal data concerning them at any time on grounds relating to their personal and special situation. The data controller may no longer process the personal data unless the data controller demonstrates compelling legitimate grounds for the processing which override the interests, rights, and freedoms of the data subject, or for the establishment, exercise, or defense of legal claims. If personal data is processed for direct marketing purposes, the data subject has the right to object at any time to the processing of personal data



concerning them for such marketing, including profiling to the extent that it is related to such direct marketing.

Right to Withdraw Consent

The data subject has the right to withdraw their consent to the processing at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

Right to Data Portability

The data subject has the right to receive the personal data concerning them, which they have provided to the data controller, in a structured, commonly used, and machine-readable format, and the right to transmit those data to another data controller.

Right to Lodge a Complaint with a Supervisory Authority

The national supervisory authority for personal data matters is the Office of the Data Protection Ombudsman, operating in connection with the Ministry of Justice. The data subject has the right to bring their matter to the supervisory authority if they consider that the processing of personal data concerning them violates applicable legislation.

Changes to Privacy Practices

The data controller continuously develops its operations and may therefore need to change and update its privacy practices as necessary. Changes may also be based on amendments to data protection legislation. If the changes include new purposes for the processing of personal data or otherwise significantly change, the data controller will notify in advance and request consent if necessary.

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