

PRIVACY POLICY – LYYTI SERVICE

Controller

Tampereen ammattikorkeakoulun opiskelijakunta

Business ID: 2060685-1

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Contact person

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Register name: Event participant and customer register

Processor of personal data to whom the personal data is transferred to

Lyyti Oy (business ID 2117752-6)

Linnankatu 13a A 18, 20100, TURKU

lyyti(at)lyyti.fi, +358 40 172 7777

Note: this is an unofficial translation. In case of any discrepancies, the Finnish original prevails.

Purpose and legal basis of the processing of personal data

Personal data is processed in order to implement the agreement between the Controller and a data subject and, where applicable and consented to by a data subject, in connection with and to enable procedures concerning orders, event registrations, contacts, transactions, marketing, reporting and other procedures related to membership relations.

Purchase, transaction and location data processed in the register may be used for profiling and targeting marketing activities and customer communications.

Personal data is also used in the sending of newsletters and in events and in marketing activities related to events. As far as Lyyti Oy is concerned, the purpose of the processing is to guarantee that the legitimate interests of the Controller are realized. If a data subject does not deliver requested information related to a participation in an event, the Controller cannot accept the registration of the data subject nor commit in an agreement between the Controller and the data subject concerning participation in the event.

Retention period of personal data

Personal data is retained as long as it is necessary to enable the registration of the data subject and the event related to the registration. After that, data is partially stored in Netvisor for accounting purposes and removed within the time period described in the Accounting Act. Data is removed from Lyyti when the retention period defined above has passed.

Data subject categories, information content and categories of personal data

The data subject categories whose data can be processed are participants of the Controller's events and persons who have consented to receiving marketing communication.

The first name and last name of a person registered for an event, their possible contact details and other necessary information given in relation with an event, among other things, can be processed in the register. Other information a data subject may submit in relation with an event include the following: email, phone number, address, birth date, allergy information.

Regular data sources of the register

Information submitted by the participant and the databases of a customer data system and invoicing system.

Regular disclosures of the data

Data in the register may be shared within the organization and between the stakeholders of an event. In addition, data in the register is transferred to a defined processor of personal data. Data is not transferred outside of the EU (European Union) or the EEA (European Economic Area).

Principles of data protection

Retained data is protected technologically. Physical access to data is prevented by access control and other security measures. Access to data requires sufficient rights and a multi-factor authentication. Unauthorized access is also prevented with firewalls and technological protection, among other things. Only the Controller and individually authorized technical persons have access to data in the register. Only authorized persons have a right to process or maintain data in the register. Users are bound by a confidentiality obligation. Data in the register is securely backed up and is recoverable if necessary. The level of information security is audited periodically by the means of either external or internal auditing.

Rights of a data subject

Data subjects have a right to, for example:

- Request access to personal data concerning themselves, request that their data be rectified or removed, request that the processing of their data be limited, or object to the processing of the data and to the right to transfer the data from one system to another.
- Inspect what data of theirs is in the register and rectify it if necessary. The request must be submitted in writing to the Controller. A data subject has a right to rectify data that is recorded incorrectly in the register.
- When the processing of personal data is based on the consent of a data subject, they have a right to withdraw their consent at any time. Withdrawing consent does not affect the legality of the processing conducted prior to withdrawing consent.
- Make a complaint concerning the processing of personal data to a supervisory authority.