

Privacy Notice

This privacy notice concerns the event Aalto Day One and the website pertaining to said event. This privacy notice explains how your personal data is processed on the event website and during the event it concerns.

1. Why and on what basis is your personal data processed?

Students, faculty, staff, alumni and supporters of Aalto University are all invited to Aalto Day One event to celebrate the opening of the academic year. Lawful basis for processing of your personal data is a legitimate interest to interact with Aalto community and the surrounding society.

The purpose of processing of personal data is to

- organize the event and develop university's activities;
- to administrate its website;
- to communicate and market the university's activities;
- education and research use

In addition, your personal data may be processed to ensure data protection and for the prevention and investigation of data misuse.

2. What personal data is being collected?

The personal data being processed can be categorized in the following manner:

- **Information received upon registration**, such as contact information
- **Information collected upon contact**
- **Personal data included in photographs**, such as those taken at the event that portray an identifiable individual
- **Personal data included in marketing and communications material**

3. Sharing of personal data

A) Service providers and the sharing of photographs on social media

Aalto uses service providers for the purposes of managing the website and providing the service as stated in this privacy notice. For example, it is possible to take a picture and send it via Microsoft Teams app. Then Microsoft is acting as a service provider.

We transfer your personal data to these parties only to the extent necessary for the purposes of providing these services as described in this privacy notice.

In addition, Aalto may share photographs and video on social media platforms. The processing of personal data contained in these photographs will be conducted in accordance with these platforms' privacy policies. For more information, please see the following:

- Facebook (<https://www.facebook.com/>)
- Instagram (<https://www.instagram.com/>)
- Youtube (<https://policies.google.com/privacy>)

B) Research and academic use

In some instances we may share personal data for the purposes of research and education, in which case the personal data will be processed in accordance with the General Data Protection Regulation and national data protection legislation.

C) Statutory reasons

We may transfer your information to third parties if the processing of your personal data is required for i) fulfill statutory responsibilities or a court order; ii) detecting, preventing or handling misuses, security risks or technical issues.

4. Transferring your data to third countries

The university's policy is to take special care when transferring your data to countries outside of the European Union and the European Economic Area, particularly where those countries do not provide data protection regulation according to the standards set by the GDPR. These transfers of personal data are conducted according to the GDPR utilizing for instance standard contractual clauses or other appropriate safeguards.

5. How long is your personal data retained?

Your personal data is retained as long as is necessary for the purpose it is being processed to fulfill, or as long as the law and other legislation requires. Aalto employee and student information is processed according to related privacy notices.

- Personal data contained in photographs is processed in relation
- Marketing and communications data is retained until the data subject requests its removal.

6. Your rights in relation to your personal data

You have rights to personal data related to you that Aalto is the controller.

If you wish to use these rights, your request to do so will be judged on an individual basis. Please note that we may retain and process your personal data if it is required to fulfill our legal obligations, to solve disputes or to fulfill contractual obligations.

A) The right to access data

You have the right to access personal data related to you that is being processed by Aalto.

B) The right to rectification

You have the right to rectify erroneous or incomplete data.

C) The right to erasure

You have the right to request the removal of your personal data in the following situations:

- You have right to request a removal of your photograph from Aalto University website
- You resist the processing of your personal data and there is no valid legal basis for processing
- The processing of your personal data is unlawful

Aalto University will, in many cases, be required to retain your personal data to comply with legal and other obligations.

D) The right to restrict processing

If you dispute the correctness of the data we have collected or the legality of our processing, or if you have restricted the processing of the data in accordance with your rights, you may ask us to restrict the processing of your personal data to storage only. In these cases, the processing of your personal data will be restricted to storage until the correctness of the data can be verified, for example.

If you do not have the right to request the removal of your personal data from our registers, you may instead request the restriction of data processing to storage only.

E) The right to object to data processing when processing is based on legitimate interests

You always have the right to object to the use of your data in, for example, direct marketing.

7. How to exercise your rights

The controller is Aalto University.

The contact person in matters related to this event is:

Marja Niemi, marja.niemi@aalto.fi and +358 50 430 2084

The data subject must contact the data protection officer of Aalto University if they have questions or demands relating to the processing of personal data:

DPO: Jari Söderström

Phone: 09 47001

Email: tietosuojavastaava@aalto.fi

If you believe your data has been processed in breach of applicable data protection legislation, you have the right to lodge a complaint with the supervisory authority, the Data Protection Ombudsman (read more: www.tietosuoja.fi).