

# PRIVACY NOTICE

The General Data Protection Regulation of the EU

(EU 2016/679), Articles 13, 14.

Notice prepared on:

**17 October 2018**  
**Updated 29 June 2021**  
**Updated 27 June 2024**  
**Updated 25 November 2024**

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| <b>1. Controller</b>  | <p>Name<br/>Aalto University School of Business</p> <p>Aalto University Foundation<br/>Otakaari 24<br/>P.O. Box 00076 FI-00076 AALTO.<br/>+358 9 47001</p> <p>Business ID 2228357-4</p>   |
| <b>2. Contact person in matters related to the personal data file</b> | <p>Name<br/>Tanja Makkonen</p> <p>Address<br/>External Relations, Career Services<br/>Aalto University School of Business<br/>P.O. BOX 21210<br/>FI-00076 AALTO<br/>tanja.makkonen@aalto.fi</p>   |
| <b>3. Data protection officer</b>                                     | tietosuojavastaava@aalto.fi   |
| <b>4. Name of personal data file</b>                                  | Personal data file on the placement of graduates who have earned a master's degree from the Aalto University School of Business one year ago.   |
| <b>5. Purpose and legal basis for processing the personal data</b>    | <p>The purpose of the graduate placement survey is to follow up on the early careers of the Aalto University School of Business graduates and their labour market integration (for those with master's degree) and to use that information in developing the education and study guidance, as well as to offer the school's prospective and current students as well as new graduates information that they can use in planning their studies and careers.</p> <p>The survey questionnaire includes the respondent's e-mail address if the respondent wishes to be entered into a prize draw organised among the respondents who have provided their contact details. The e-mail addresses collected on the questionnaire for the purpose of the draw will be stored until the prize has been drawn. The e-mail addresses will not be connected to individual responses or used for anything other than communication related to the prize draw.</p> <p>The legal basis for processing the personal data: public interest or exercise of public power for statistical purposes in order to carry out the mission referred to in the Universities Act (558/2009, sections 2 and 87).</p> |
| <b>6. Data contained in the personal data file</b>                    | <p>The personal data file contains the following identification data and background information on the graduate survey target group (the survey respondents):</p> <ul style="list-style-type: none"><li>- student number, name, address, e-mail address</li><li>- year of graduation, sex, nationality, MSc degree programme, BSc degree programme</li></ul> <p>The above data are complemented with the information that the respondents have provided in the survey questions concerning their employment status, factors affecting the quality of their employment and their satisfaction with the degree they completed in terms of its relevance for the world of work. Data that may be used to identify the respondent directly are used only when the survey is sent and when the above-mentioned background information are connected to data that permit the identification of respondents.</p>   |

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| <b>7.<br/>Regular sources of information</b>  | <p>All the background information and identification data are collected from the student information systems of Aalto University. The e-mail address is retrieved from the Aalto University alumnus database. The response data is collected directly from the survey responses. The respondents provide their answers on an electronic form designed by the Aalto University School of Business Career Services. The survey is sent only by email by the Aalto University School of Business Career Services.</p> |
| <b>8.<br/>Regular destinations of disclosed data and categories of recipients of the personal data</b>  | <p>The processing of personal data has been outsourced under a commission contract:<br/> <input checked="" type="checkbox"/> No<br/> <input type="checkbox"/> Yes, additional information on the outsourced processing:</p> <p>The results are always reported in a manner that does not allow individual responses to be attributed to a specific respondent. The survey will be conducted using Webropol electronic survey system.</p>   |
| <b>9.<br/>Transfer of data outside either the EU or the EEA</b>   | <p>Are personal data transferred to third countries or to international organisations outside the EU or the EEA?<br/> <input checked="" type="checkbox"/> No<br/> <input type="checkbox"/> Yes, where:</p>   |
| <b>10.<br/>Principles for protecting the personal data file</b>   | <p>The data is stored on Aalto University's secure servers. The people responsible for processing the data have a personal username and password to access the server.</p>   |
| <b>11.<br/>Period for which personal data are stored or criteria used to determine the period for which data are stored</b>   | <p>Data that may be used to identify the respondent directly are stored in the personal data file for as long as the survey is open and up until the data has been processed. All background data containing identification data will be destroyed after one year after the survey has ended.</p> <p>Those who have provided their e-mail addresses on the form for the purposes of the prize draw will have their e-mail address erased from the file once the prize has been drawn.</p>                          |
| <b>12.<br/>Existence of automated decision-making or profiling and information about the logic involved, as well as the significance and consequences of such processing for the data subject</b> | <p>The data in the data file are used for automated individual decisions, including profiling:<br/> <input checked="" type="checkbox"/> No<br/> <input type="checkbox"/> Yes, please specify:</p>  |

**13.  
Other rights related  
to processing of  
personal data**

The data are used for statistical purposes. Under the General Data Protection Regulation (EU 2016/679), the data subject has a right to access and rectify as well as to restrict or object to the processing of his or her personal data, and a right to lodge a complaint with a supervisory authority. When the Finnish data protection act enters into force, these rights may be restricted in order to enable the collection of statistical data (government proposal 9/2018).

**Right of access to personal data**

Data subjects have a right to know what personal data are being processed of them and what data concerning them have been stored. The university provides you with your information upon request without undue delay. The requested information or the additional information related to the request must be provided no later than one month after receiving the request. If the information request is complex and comprehensive, the deadline may be extended by two months.

**Right to rectification of data**

The data subject has a right to have any inaccurate or incomplete personal data concerning him or her rectified or completed without undue delay. In addition, the data subject has a right to demand that all personal data concerning him or her that is no longer necessary be erased.

**Right to restrict processing**

In certain situations, data subjects have the right to restrict the processing of their personal data until their data has been duly checked and rectified or completed.

**Right to object**

The data subject shall have the right to object, on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her which is based on the performance of a task carried out in the public interest or in the exercise of official authority or the legitimate interest of the university. In such cases, the university shall no longer process the personal data unless the university demonstrates compelling legitimate grounds for the processing.

You can exercise your rights by contacting the Aalto data protection officer ([dpo@aalto.fi](mailto:dpo@aalto.fi)).

**Right to lodge a complaint with a supervisory authority**

You shall have the right to lodge a complaint with a supervisory authority if you consider that the processing of personal data relating to you infringes the General Data Protection Regulation (EU) 2016/679. In addition, you have a right to use other administrative or judicial remedies.

You shall have the right to bring proceedings against the controller or the organisation processing your personal data before a court if you consider that the processing of your personal data infringes the General Data Protection Regulation.