Aalto University

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State of Marketing 2026 Privacy Notice

This privacy notice explains how your personal data are processed as a participant in the research.

1. What this study examines and the purpose of processing personal data

This study examines the role and status of marketing and marketing capabilities in Finnish companies, as well as their effectiveness and development over time. The study is conducted every other year through a survey sent to all Finnish companies that employ more than five people.

This research is funded by Aalto University.

2. What personal data are processed in the study

The data collected in the study primarily pertain to the organizations under study (Finnish companies), not natural persons. However, the survey also includes some personal data of the respondent. The direct personal data processed in the study are the respondent's name, email address, and IP address, which is automatically stored by the survey application. The indirect personal data are the respondent's position in the organization, as well as the name and Business ID of the organization represented by the respondent, and the answers to the survey questions.

Special categories of personal data (sensitive data)

No special categories of personal data or other particularly protected data are processed in the study.

Personal data are collected from the following sources:

From the data subject: State of Marketing survey form

From register data sources: MicroMedia's addres database

3. Necessity of processing personal data and removal of direct identifiers

Only data necessary for the purpose and implementation of the study will be processed. During the analysis phase, the research data are handled in such a way that your identity is

not directly identifiable to the researchers without additional information. Your direct identifiers, such as your name, are replaced with, for example, a random identifier.

It is not possible to identify you from any scientific publication or other published research results based on this study.

4. Legal basis for processing personal data

The legal basis for processing personal data is scientific research carried out in the public interest.

5. Sharing of personal data

The research data are also analyzed in cooperation with partners outside Aalto University. The research data are disclosed to partners in a form where the data subject's direct identifiers, such as name, are removed or replaced with a random identifier, meaning the data subject cannot be directly identified from the research data.

Research data containing your personal data may be disclosed to a third party, such as a scientific journal, for the peer-review process or for another purpose necessary for the validation or publication of scientific research results.

The collected research data may be used for further scientific research in the same field or in other disciplines that support the research. As part of possible further research, the research data may also be disclosed to other universities or research institutes if necessary for carrying out the research. The research data are disclosed to partners in a form where the data subject's direct identifiers, such as name, are removed or replaced with a random identifier, meaning the data subject cannot be directly identified from the research data.

6. International data transfers

During the implementation phase of the research project, indirect personal data (e.g., the respondent's position in the organization, survey responses) will, if necessary, be transferred to countries outside the EU/EEA or to international organizations, but only to those countries whose level of data protection has been deemed to correspond to that of the EU according to an adequacy decision of the European Commission.

As a rule, research data containing direct personal data will not be transferred outside the EU/EEA. However, as part of the scientific publication process, it may be necessary to share research data containing direct personal data with publishers or peer reviewers located outside the EU/EEA to validate the research results, as these parties may be located outside the EU/EEA. It is, however, exceptional that data classified as personal data would need to be disclosed as part of the publication process.

7. Storage and protection of personal data

Your personal data are processed and stored in information-secure systems approved by Aalto University. The computers and information systems used are protected with a username and a strong password. Access to research data containing personal data is technically restricted so that only persons involved in the research and those whose access is necessary for the implementation of the research can access your personal data.

8. Retention and deletion of personal data

Deletion during and after the research

The collected research data may be used for further research in the same discipline or in other disciplines that support the research. Research material containing personal data will be deleted when ten (10) years have passed since the most recent scientific publication for which the research material in question was utilized and used.

9. Rights of the research participant

Under the General Data Protection Regulation (GDPR), an individual has the right to:

- receive information about the processing of their personal data
- access their personal data
- request rectification of their data
- request restriction of processing
- object to the processing of their data
- the right to erasure if the conditions of Article 17(1) of the GDPR are met and processing is no longer necessary for archiving in the public interest, scientific or historical research purposes, or statistical purposes in accordance with Article 89(1), if erasure is likely to render impossible or seriously impair the achievement of the objectives of that processing.

If the conduct of the research does not require, or no longer requires, the identification of the data subject, the controller is not obliged to obtain additional information solely in order to identify the data or the data subject for the purpose of enabling the data subject to exercise their rights. If the controller does not identify data that can be linked to a specific data subject, the data subject does not have the right of access, rectification, objection to processing, or erasure. However, if the data subject provides additional information that enables them to be identified in the research data, their rights are not restricted.

10. Controller’s contact details

The controller for this study is the Aalto University Foundation sr, operating as Aalto University.

Person responsible for the research

Questions concerning the implementation of the research can be addressed to the person responsible for the research, who in this study is: Professor Johanna Frösén, +358 50 313 2848, johanna.frosen@aalto.fi.

Data Protection Officer

If the research participant has questions or requests related to data protection or the processing of personal data, they should contact Aalto University's Data Protection Officer: tel. +358 9 47001 (switchboard), tietosuojavastaava@aalto.fi.

Through this data request service, you may request the exercise of your rights under the GDPR from Aalto University as the controller: https://datarequest.aalto.fi/fi-FI/.

If a research participant believes that their personal data have been processed in violation of data protection legislation, the participant has the right to lodge a complaint with the supervisory authority, the Office of the Data Protection Ombudsman (read more: http://www.tietosuoja.fi).