<table>
<thead>
<tr>
<th>1. Title of Privacy Notice</th>
<th>Alumni and partnership data management – CRM (Customer Relationship Management)</th>
</tr>
</thead>
</table>
| 1b. Identity of the controller | Aalto-korkeakoulusäätiö sr  
Postal address: PL 11000, 00076 AALTO  
Visiting address: Otakaari 24, 02150 Espoo  
Telephone exchange: 09 47001 |
| 2. Representative for controller | Director of Advancement and Corporate Engagement |
| 2a. Representative for register | Ville Krannila  
[ville.krannila@aalto.fi](mailto:ville.krannila@aalto.fi)  
+358503849037 |
| 2b. Contact persons in matters regarding register | Eija Österholm  
eija.osterholm@aalto.fi  
+358504720399 |
| 2c. Contact details of the data protection officer | Jari Söderström  
tietosuojavastaava@aalto.fi, dpo@aalto.fi  
+358505665186 |
| 3. The purposes of the processing of personal data | Customer Relationship Management, sustaining and enhancing alumni, customer and partnership relations and related data. Improving and focusing customer and alumni service and communication. |
| 4. Legal basis of the processing of personal data | There are five data groups with different legal basis:  
1. HR-data is processed based on legitimate interests pursued by the controller  
2. Alumni and mentor data are processed on consent (the object has agreed to join the Alumni Network)  
3. Partner data is processed based on performance |
4. Donator data is processed based on legitimate interests pursued by the controller.
5. Event data is processed based on legitimate interests pursued by the controller.

5. The legitimate interests pursued by the controller, or by a third party

| Offering employees tools for customer oriented CRM and carrying out specific event management |

6. The categories of personal data concerned and length of the storage time for data (or the criteria used to determine that period)

| HR data (personnel) (Data is purged from CRM after employment ends) |
| Alumni and mentor data (Data is purged after consent for Alumni network participation is withdrawn) |
| Partner data (Data is purged after partnership ends) |
| Donator data (Data is purged after 6 years of last transaction) |
| Event data (Data is purged after event management process ends) |

Person data includes:
- Firstname
- Lastname
- Title
- Home and work addresses
- Home and work phone numbers
- Home and work emails
- Gender
- Nationality
- Country
- Links to social media personal pages, e.g. LinkedIn
- Alumni status and registration data
- Alumni degree data
- Alumni birthday
- Mentor programme and pairing data
- Donation figures
- Social security number (private donators)
- Native and preferred language
- Event participation

7. Used applications

| Microsoft Dynamics CRM Online |

8. The origin of the personal data

| Aalto CRM data is stored and processed in hosted Microsoft Dynamics CRM SaaS. Transfer channels are encrypted data links between Aalto CRM and Aalto Data Warehouse. Other person data sources: Population Register Center, Hivebrite Alumniportal, Aalto student administration system, Event Management system and Fonecta ProFinder B2B service. |

9. The recipients, or categories of recipients, of the data, if any

| No |
10. Details of any planned transfers of personal data to a third country or international organization

| No transfer (Microsoft online, data located in EU) |

11. Protection protocols of register

| Licensed application, Aalto data security policy, User commitment policy |

12. The data subject’s rights

<table>
<thead>
<tr>
<th>Your rights and their use</th>
</tr>
</thead>
<tbody>
<tr>
<td>The General Data Protection Regulation grants the data subject a number of rights with which the data subject can govern the processing of their personal data. The data subject may use the following rights in relation to Aalto insofar as Aalto acts as the controller for the data subject’s personal data. You can use your rights by contacting Aalto’s data protection officer at <a href="mailto:tietosuojavastaava@aalto.fi">tietosuojavastaava@aalto.fi</a>. The extent of your rights is subject to the legal basis for processing and exercising your rights requires identification.</td>
</tr>
</tbody>
</table>

**Right of access and right to rectification**

You have the right to receive confirmation on whether we process personal data relating to you and the right to access any such personal data. We may ask you to specify your request where necessary, for example with regard to the details of the provision of information.

In addition, you have the right to request the rectification of incorrect personal data relating to you, or to supplement incomplete personal data we process.

**Right to data erasure**

You have the right to request erasure of your personal data from our data systems. We will comply with your request, provided we do not have a legitimate reason not to delete the data, such as a statutory obligation to continue processing the personal data. Personal data may not be deleted instantly from backup copies and other such data systems, but will be deleted through regular database retention practices.

**Right to object**

You also have the right to object to the processing of your personal data if your personal data is processed for other purposes than the fulfillment of legal responsibilities or the provision of services. You may object to the processing of your personal data for purposes of direct marketing, even if the basis for such processing is consent given by you in the past. Objecting to the processing of your personal data may lead to limitation of the usage of our website. You have the right to prohibit direct marketing by following the instructions contained in all of our marketing messages.

**Right to restriction of processing**

In certain statutory situations, we may be obliged to restrict the processing of your personal data.

**Right to data portability**

You have the right to receive your personal data from us in a structured, commonly used format so that you may transfer your personal data to another controller, provided that the processing of your personal data is based on consent or a contract between us.
PRIVACY NOTICE

EU General Data Protection Regulation, articles 13 and 14

Date of form completion: 9.5.2018