

PRIVACY POLICY

Personal Data Act (523/1999) 10 and 24 Sections

Date of issue

09/04/2018

1. Registrar

Centria University of Applied Sciences (Business ID: 1097805-3)

Talonpojankatu 2, 67100 Kokkola

+358 (06) 868 0200

2. Contact person for register related matters

Tiina Louhula and Helena Eijsberg

Talonpojankatu 2, 67100 Kokkola

viestinta@centria.fi

040 808 5104, 040 808 6606

3. Data Protection Officer Contact information

Centria University of Applied Sciences, Data Protection Officer

Talonpojankatu 2, 67100 Kokkola

tietosuojavastaava@centria.fi

+358 (06) 868 0200

4. Registry name

Centria photo- and video registry

5. Criteria for keeping the register

The data contained within the register is used for Centria's marketing purpose of Centria, and all the personal data is processed with the consent of the subject..

6. Purpose of processing personal data

The personal data can only be processed for predefined uses, as follows:

- ✓ Publishing of pictures and video in different media, websites, on the Internet and social media
- ✓ Publishing of images and video in connection with the internal and external communication within Centria
- ✓ Publication of pictures and video for Centria University of Applied Sciences' marketing purposes

- ✓ Publication of pictures and video in brochures, periodicals (consumer and professional), posters, newspapers, catalogues, attachments, packs and direct mail in electronic and printed material
- ✓ Publishing pictures and video in-store and outdoor advertising and as tests / experiments
- ✓ Pictures and videos are edited and edited using good taste to fit the material purpose

7. Register Data Content

The registry may contain the following information:

- ✓ Name
- ✓ Date of recording
- ✓ Phone number
- ✓ Email address
- ✓ The person's picture
- ✓ Group picture where a person is present
- ✓ Video material in which the person is present
- ✓ Place and field of study
- ✓ Home country

8. Lawful information sources

The customer information is collected lawfully:

- ✓ the data subject (or through a third party, if the data subject has permitted to disclose to a third party photo or video) over the Internet, by e-mail, by telephone, in printed form, via a mobile app, or similarly
- ✓ pictures and videos were taken on behalf of Centria University of Applied Sciences
- ✓ the shooting events organized by Centria University of Applied Sciences
- ✓ events organized by Centria University of Applied Sciences

9. Conservation period

We will only conserve the client's information for as long as is necessary for the purposes specified in section 6, by the current legislation.

Some content (such as printed media) will also be visible at the end of the customer relationship.

10. Personal Data Handlers

The registrar's employees, under the current data protection, may process the personal data. We may also outsource the individual data processing to a third party, thereby guaranteeing the

contractual arrangements that the personal data will be handled by current data protection legislation and otherwise correctly.

We will only disclose information to third parties in the cases presented in point 10.

11. Lawful dispositions

We do not sell or rent the personal data of the identified user to third parties. We will only disclose information to third parties in the following cases.

We may disclose information to third parties if the user has given their consent.

Data can be transferred to social media and search engine services to target content and advertising.

12. Data transfer outside the EU or EEA

We may transfer personal data to co-operation institutions located outside of the EU and EEA.

13. Registry protection platform

The registered manual records are stored in secure locations.

Digitally stored and processed data are in databases protected by firewalls, passwords and other technical means. Databases are located in controlled areas.

14. The registered user's rights

We are committed to providing our users with choices and management opportunities concerning their data protection. The various ways our users can influence the collection and processing of their data are as follow.

Checking and correcting data

The client has the right to review what information about him/her has been deposited in the register. The verification request must be sent in writing and signed to:

Centria University of Applied Sciences / Marketing and Communications

Talonpojankatu 2

67100 Kokkola

or by e-mail to viestinta@centria.fi.

A request for verification can also be made personally at:

Talonpojankatu 2

67100 Kokkola.

The client has the right to request the correction of incorrect information by writing to the above postal address or by e-mail at viestinta@centria.fi.

Right to delete data

The client has the right to require the registrar to remove his / her data from the registrar's video

and photo register by notifying the team in writing to the above postal address or by e-mail at viestinta@centria.fi.

Right to transfer data from one system to another

The data subject has the right to require the registrar to transfer his/her data to a commonly used transfer format to another system. This right applies only to the data that the client has given to the registrar. The client should send an information transfer request in writing to the postal address above or by email at viestinta@centria.fi.

15. Privacy Policy changes

We are continuously developing our services and we reserve the right to change this Privacy Policy by notifying about the change on our services. The modifications may also result from in legislation. We recommend reviewing the content of the Privacy Policy on a regular basis.