

1. Registrar

Centria University of Applied Sciences
Talonpojankatu 2,
67100 Kokkola
tel. +358 (06) 868 0200

2. Contact person for register related matters

Markus Kunelius, media designer, tel. +358 (40) 808 5104, e-mail: viestinta@centria.fi

3. Data protection officer contact information

Centria University of Applied Sciences, Data Protection Officer,
Talonpojankatu 2, 67100 Kokkola,
tel. +358 (06) 868 0200, e-mail: tietosuojavastaava@centria.fi

4. Title of registry

Photo-, video-, and audio registry

5. Criteria for keeping the registry, register data content and purpose of processing personal data

Personal data can be processed for these uses

- Publishing and using photos, videos, and audio in Centria University Applied Sciences' (Centria) internal and external marketing and communications in the internet, such as webpages and social media, in printed products, such as posters, leaflets and magazines, in newsletters and other direct marketing channels, as well as in digital info screens and outdoor advertising.
- Using photos, videos, and audio in Centria's education purposes.
- Retouching and editing photos, videos and audio with proper taste in order for the material to fit into the style of Centria's communications, marketing or educational project.

Legal basis for processing personal data

Personal data is processed with the consent of the registered person. The registered person gives their consent via signing a rights agreement.

Personal data retention time

Personal data is stored for the amount specified in the rights agreement, most commonly for 5 years starting from production date, or only as long as the data is needed to accomplish the defined purposes. The rights agreement is stored for 10 years. The data is stored in Communications dept. server, or a secure place defined in the rights agreement, from where it is deleted after the usage period ends.

If the material, or a part of it is significant to Centria's operations, it can be archived and stored after the usage period ends. If the material, or a part of it is culturally or historically significant, it can be archived indefinitely.

Content that uses photo-, video-, or audio material in Centria's social media channels can remain stored there after the usage period ends. Printed products can be stored after the usage period ends.

6. Register data content

The registry may contain the following information:

- Photos of registered persons
- Video material of registered persons
- Audio material of registered persons
- Transcriptions, subtitles and translations of the material mentioned above
- Name of the registered persons and contact information such as a phone number or e-mail for communication purposes.

7. Lawful information sources

The information is collected via

- Photo-, video-, or sound recording session, and the signed rights agreement
- Delivery by the registered person

8. Regular disclosure of information, and Data Transfer outside EU or EEA

Data is not regularly disclosed and is not transferred outside

9. Registry protection principles

Processing personal data in the registry is handled with care, and data handled with information systems is properly protected. When registry data is stored in internet servers, the physical and digital information security of the servers are properly handled.

The registrar makes sure that the data, server access rights, and other security related critical information is handled confidentially and only by the personnel whose job description demands so.

10. [Rights of registered persons](#)

Concerning photo-, video- and audio registry, registered persons can contact Centria's communications team.

- Via mail Centria University of Applied Sciences, communications, Talonpojankatu 2, 67100 Kokkola.
- On location, Talonpojankatu 2, 67100 Kokkola
- Via e-mail: viestinta@centria.fi

11. Changes to privacy policy

Centria reserves the right to make changes to the privacy policy as our services develop, or as legislature demands. We advice to check for possible changes in regular fashion.