

Marketing Register of Centria University of Applied Sciences

1. Data Controller

Centria University of Applied Sciences Ltd
(Business ID: 1097805-3)
Talonpojankatu 2, 67100 Kokkola
Tel. +358 (06) 868 0200

2. Person Responsible for Register Matters and Contact Person

Contact person: Suvi Melender-Lågländ, Marketing and Communications Manager, tel. +358 50 439 9691

3. Contact Details of the Data Protection Officer

Centria University of Applied Sciences / Data Protection Officer, Talonpojankatu 2, 67100 Kokkola
tietosuojavastaava@centria.fi, tel. +358 6 868 0200

4. Name of the Register

Marketing Register of Centria University of Applied Sciences

5. Purpose, Legal Basis, and Retention Period of Processing Personal Data

The personal data contained in the register is used, as permitted by law, for customer communications and direct marketing by Centria University of Applied Sciences. The purpose of processing personal data is to manage event registrations, carry out communications and marketing related to Centria's activities and services, and maintain the alumni register.

Personal data may also be processed for marketing purposes when contacting individuals who have participated in events and training sessions organized by Centria by offering them potentially relevant continuing education or follow-up events, as well as when contacting potential partners based on their professional position.

Personal data is collected in the following contexts, among others:

- Event registrations
- Joining the alumni register
- Sending newsletters
- Maintaining the image bank
- Audio recordings related to podcast activities

Legal Basis for Processing

The personal data referred to in this privacy policy is processed on the basis of the data subject's consent in accordance with Article 6(1)(a) of the EU General Data Protection Regulation.

Retention Period of Personal Data

Personal data is processed only to the extent necessary. When it is no longer needed, the data will be appropriately deleted.

Newsletter subscriber data is deleted when the subscriber unsubscribes.

Event registration data is deleted after the event.

Alumni register data is deleted when the alumnus/alumna requests removal from the register.

Images in the image bank are stored for the period defined in a separate consent and deleted thereafter.

Audio recordings from podcast activities are stored as long as the recordings are publicly available.

Personal data of individuals who have given marketing consent is retained until the consent is withdrawn.

6. Contents of the Register

The register contains data of partners, students, customers, and employees of Centria.

The register may include the following categories of data:

- Name
- Place of residence
- Company/organization
- Telephone number
- Email address
- Photograph
- Educational information (alumni)
- Photographs and video recordings from events
- Audio recordings from podcast activities

7. Regular Sources of Data

Personal data is collected only from the data subject themselves.

8. Data Recipients, Regular Disclosures, and Transfers Outside the EU or EEA

Data is not regularly disclosed to third parties, nor is it transferred outside the European Union or the European Economic Area.

Processing of personal data may also be partially outsourced to a third party. In such cases, contractual arrangements ensure that personal data is processed in accordance with applicable data protection legislation and otherwise appropriately.

9. Protection of Personal Data

Personal data stored and processed in information systems is protected by technical measures, and access rights are restricted to persons whose job duties require processing such data.

Manual materials related to the register are stored in secure premises. Digitally stored and processed data is kept in databases protected by firewalls, passwords, and other technical safeguards. The databases are located in monitored facilities.

10. [Personal Rights](#)

11. Personal Data Processors

Personal data may be processed by employees of the data controller in accordance with applicable data protection legislation. Processing may also be partially outsourced to a third party, in which case contractual arrangements ensure that personal data is processed in accordance with applicable data protection legislation and otherwise appropriately.

12. Principles of Register Protection

Manual materials related to the register are stored in secure premises. Digitally stored and processed data is kept in databases protected by firewalls, passwords, and other technical safeguards. The databases are located in monitored facilities.