

Privacy Notice for Centria's Alumni Register

1. Data Controller

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

2. Person Responsible for the Register and Contact Person

Contact person: Suvi Melender-Låglund, Marketing and Communications Manager, tel. 050 439 9691,
suvi.melender-lagland@centria.fi

3. Contact Details of the Data Protection Officer

Centria University of Applied Sciences / Data Protection Officer, Talonpojankatu 2, 67100 Kokkola
tietosuojaavastaava@centria.fi, tel. (06) 868 0200

4. Name of the Register

Centria University of Applied Sciences Alumni Register

5. Purpose and Legal Basis for the Processing of Personal Data

The register contains personal data of alumni who have graduated from Centria University of Applied Sciences. Personal data in Centria's alumni register is processed for the purpose of managing and developing alumni activities, alumni communications and cooperation with alumni.

Personal data may be used, among other things, for:

- alumni communications and sending newsletters
- communicating about alumni events and other alumni activities
- developing and planning alumni activities
- maintaining cooperation between alumni and Centria
- conducting surveys and collecting feedback related to alumni activities.

Legal basis for the processing of personal data

The personal data referred to in this privacy notice 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.

The processing of personal data is based on consent, and the data subject may withdraw their consent at any time. The withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

6. Data Content of the Register

The data subjects are students who have graduated from Centria University of Applied Sciences, i.e. alumni.

The following personal data may be processed in the alumni register:

- name
- email address
- telephone number
- country
- year of graduation
- degree completed and field of study
- job title
- employer
- registration, participation and subscription information related to alumni activities and communications
- areas of interest related to alumni activities
- alumni newsletter subscription information
- information provided by alumni themselves concerning their expertise, career and interests
- any other information provided by alumni themselves that is necessary for carrying out alumni activities.

The extent of the information stored in the register depends on the information provided by the alumnus/alumna and on the information required for carrying out alumni activities.

7. Regular Sources of Data

Personal data is obtained from alumni through the registration form or when graduates sign up for the alumni register upon graduation. In other words, personal data is primarily obtained directly from the data subjects themselves.

Information may also be updated in the register from Centria's own information systems insofar as the processing is necessary for carrying out alumni activities and there is a lawful basis for the processing.

8. Recipients or Categories of Recipients of Personal Data and Regular Disclosures

Personal data is not regularly disclosed to third parties.

Personal data may be disclosed to public authorities on the basis of a statutory obligation or other lawful basis. Data will not be disclosed without a lawful basis.

We use external service providers, i.e. processors of personal data, who process personal data on our behalf for the purposes described in this privacy notice. Personal data processors, such as software service providers, may only use personal data in accordance with our instructions. Personal data processors are not entitled to use personal data for their own purposes. Data may only be transferred to service providers with whom the data controller has entered into an agreement concerning the processing of personal data.

Centria ensures that appropriate data processing agreements have been concluded with processors of personal data and that the processing of personal data complies with the requirements of data protection legislation.

9. Transfers and Disclosures of Personal Data and Transfers Outside the EU or EEA

Personal data is not regularly disclosed to third parties, nor is it transferred outside the EU or the European Economic Area.

However, personal data may be processed on Centria's behalf in systems operated by service providers used by Centria, in accordance with agreements concerning the processing of personal data.

10. Retention Period of Personal Data

Personal data is retained only for as long as necessary for carrying out alumni activities and alumni communications or for the purposes of other processing. The retention periods for personal data are described in the data controller's records management plan.

Data is deleted or anonymised when there is no longer a basis for retaining it.

Data may also be deleted at the alumnus's/alumna's request. Alumni can manage their own information in the system and may also delete their information themselves if they wish.

11. Protection of Personal Data

Centria ensures that personal data is appropriately protected and uses appropriate technical and organisational measures to protect personal data against unauthorised processing, loss, alteration or destruction.

Access to the alumni register is restricted to persons and services that are authorised to access the data on the basis of their duties.

Any manual materials relating to the register are stored in secure premises. Digitally stored and processed data is held in databases protected by firewalls, passwords and other technical measures. The databases are located in controlled premises.

12. Rights of the Data Subject

Data protection rights depend on the legal basis on which personal data is processed.

You can find information about your rights on Centria's Data Protection page: [Data protection - Centria University of Applied Sciences](#)

You can exercise your rights by contacting the Data Protection Officer at tietosuojaavastaava@centria.fi.

Please note that we must be able to verify your identity. If necessary, we may ask you to provide additional information to verify your identity.

13. Right to Lodge a Complaint with a Supervisory Authority

If a data subject considers that their personal data is being processed in violation of data protection legislation, they have the right to lodge a complaint with the competent supervisory authority.

In Finland, compliance with data protection legislation is supervised by the Office of the Data Protection Ombudsman.

Office of the Data Protection Ombudsman

Postal address: PO Box 800

FI-00521 Helsinki

Finland

Tel. (switchboard): +358 29 566 6700

Email: tietosuoja@om.fi

14. Changes to this Privacy Notice

Centria may update this privacy notice, for example, due to changes in legislation, alumni activities or the systems used for processing personal data.

The up-to-date privacy notice will be published on Centria's website.

Last updated: 25 September 2026