

## 1. CONTROLLER

Jyväskylän Yritystehdas Oy

Piippukatu 11, 40100  
Jyväskylä, Finland

## 2. CONTACT PERSON FOR REGISTER MATTERS

Kati Rauhaniemi

+358 (0)40 566  
7070

[kati@yritystehdas.fi](mailto:kati@yritystehdas.fi)

## 3. REGISTER NAME

Jyväskylän Yritystehdas Oy:n asiakasrekisteri (Jyväskylän Yritystehdas Oy's customer register)

## 4. THE PURPOSE OF PROCESSING PERSONAL DATA

The data in the register will be used for the following purposes with regard to the current and potential customers of Jyväskylän Yritystehdas Oy (the Startup Factory):

- Delivering targeted communications and marketing
- Organising business training
- Organising training services
- Assessing study performance

## 5. REGISTER CONTENT

The data subject's information related to their customer relationship or potential customer relationship with Jyväskylän Yritystehdas Oy, which is needed for communications and contact between the person in question and the Startup Factory, will be saved to the register. Such data include a person's name, contact information, organisation and interests, among other information.

Furthermore, other data necessary to providing services can be added to the register with regard to existing customers. These data include, for example, personal identification code, Business ID and the possible various business information elements and completed courses.

## 6. REGULAR DATA SOURCES

The register data are always primarily provided by the data subjects themselves. Regarding courses, data can also be received from the partner educational institutes.

## 7. REGULAR DATA DISCLOSURE

Data can be disclosed to third parties that are involved in the production of various services. Additionally, data are disclosed to educational institutes for relevant recording of completed

courses. Data will not be disclosed to other parties for marketing purposes.

## 8. DATA DISCLOSURE OUTSIDE THE EU OR EEA

The data in this register will not be transferred or disclosed outside the EU or EEA.

## 9. REGISTER PROTECTION

The existing manual materials will be kept in a locked facility that only people authorised to process the data are able to access. The manual registers will be disposed of as appropriate.

Data stored on IT devices are kept on password-protected hard drives or stored in software requiring identification. Only people authorised to process the data can access them. An automatic log entry is also recorded when the data are processed or viewed.

The register data will be stored for as long as they are necessary for the employment relationship or recruitment. Employment relationship data will also be stored for as long as required by legislated obligations. The data will be disposed of afterwards.

## 10. RIGHT OF INSPECTION

Based on the Personal Data Act (532/1999, Chapter 6, Section 26), each person has the right to know what data concerning them have been recorded in the register or that there are no data regarding them in the register. They also have the right to be informed of the register's regular data sources as well as for what purposes the registered data are used and regularly disclosed.

The inspection requests must be addressed to the contact person defined in section 2 of this privacy policy by email.

## 11. RIGHT OF DATA RECTIFICATION

Based on the Personal Data Act (532/1999, Chapter 6, Section 29), the controller must, without undue delay and without being prompted or upon the data subject's request, rectify, erase or complement data in the register that is erroneous, unnecessary, deficient or outdated for the purposes of processing.

The rectification requests must be addressed to the contact person defined in section 2 of this privacy policy by email.

## 12. OTHER RIGHTS RELATED TO PROCESSING PERSONAL DATA

Based on the Personal Data Act (532/1999, Chapter 6, Section 30), the data subject has the right to prohibit the data controller from processing any data related to them for such purposes as direct marketing, remote sales and other direct marketing methods, market and opinion surveys as well as vital records and genealogy.