

## **PRIVACY POLICY**

Data controller's informing the data subject

EU General Data Protection Regulation (GDPR),  
2016/679, articles 13 and 14

11.12.2025

### **Information about personal data filing system**

#### **1. Name of the filing system**

Register of members of the Tampere residents' panel

#### **2. Purpose of personal data processing**

The data collected in the filing system is utilised in the activities of the Tampere development community, the Tampere residents' panel. The purpose of the development community is to gather information and increase understanding to support the development of city services. The contact details of participants in the membership register are needed for user account management, carrying out customer surveys, as well as the delivery of possible prizes.

The information collected in the filing system will not be used for any other purposes.

#### **3. Data controller**

City of Tampere, Business ID 0211675-2

P.O. Box 487, 33101 Tampere

Contact: phone +358 3 565 611 (City switchboard)

[www.tampere.fi/contact-us](http://www.tampere.fi/contact-us)

Individual responsible for the filing system: name and position

Reija Linnamaa, Director, Strategic Governance and Group Services

Filing system contact person

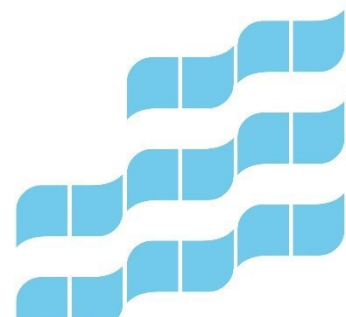
Taina Lehmuskoski, Development Manager

#### **4. Processing of personal data is outsourced on agreement**

☐ No

☒ Yes

External service providers are commissioned by the City of Tampere to process personal data on behalf of the City to such an extent as may be required by the contracts. In addition, commission contracts are also involved in



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tasks relating to the maintenance of the filing system's electronic data storage structures and their servers as well as application support.

Most of the data processing of external service providers is done by Leanlab Oy, the operator of the platform, for the purposes of maintaining the platform.

Data in the filing system may also be outsourced by contract in the context of individual interviews, workshops, or similar. The members of the panel will always be informed separately of such events and will have the opportunity to opt out, in which case their data will not be disclosed.

For example, if panel members are invited to interviews conducted by an external service provider, the contact details of the panel members who have registered for those interviews can be shared with the actor conducting the interviews. In these cases, the data will only be used to carry out the customer survey in question and will be deleted as soon as possible.

**5. Legal basis for the processing of personal data**

A)

☐ Public interest / Exercise of official authority

☐ Legal obligation

☒ Consent

☐ Performance

B)

☐ The filing system belongs to an obligatory function of the public administration

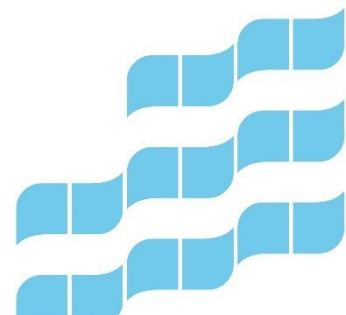
☒ The filing system belongs to a voluntary function of the  
public administration

C)

Data in the filing system are used for automated individual decision-making, including profiling

☒ No

☐ Yes



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**Personal data, data sources and data disclosure****6. Personal data in the filing system**

For each member, the following data may be processed:

a) Basic personal details of the member

- First and last name
- Address details
- Phone number
- Email address
- Age
- Gender
- Place of residence

Members' e-mail addresses, ages, genders and places of residence (at postcode level) are collected at the time of registration and may be updated based on new information provided by the member. The e-mail address is collected for the purposes of communication related to the operations of the development community. The age, gender, and place of residence constitute demographic background data which is collected for research purposes. A name, address, and telephone number may be collected separately for the purpose of delivering a prize or, for example, conducting an interview.

b) Data collected from tasks

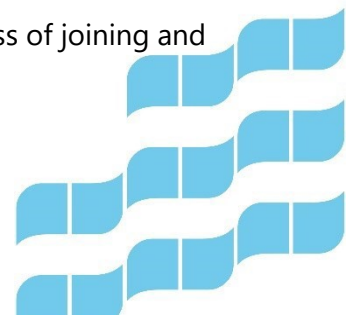
Members' responses and comments within the community tasks (e.g. surveys and discussions) may inadvertently contain personal data, even though the purpose of the task is not to collect it. This information is only accessible to certain employees and is not intentionally processed or used for any purpose. All data collected within the tasks will be anonymised before being shared with other city employees for use in services development.

**7. Filing system data maintenance systems (name(s) of system(s) or application(s))**

Leanlab (development community platform)

**8. Data sources**

Personal data is collected from the members themselves during the process of joining and participating in the community.



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**9. Data protection principles**

The storage, archiving, elimination and other processing of data is directed by the archiving plans as well as by the data security and data protection guidelines. Electronically stored data in the filing system is protected so that it is accessible only to authorised persons. Each user accepts the Usage and Confidentiality Commitment for Data and Information Systems when obtaining access rights. The filing system does not contain any hard copy (paper) records.

**10. Transfer of personal data to a third country or to an international organisation (outside the EU or the European Economic Area (EEA))**

Regular disclosure of data

☒ No

☐ Yes

Transfer of data from the filing system to a third country or an international organisation

☒ No

☐ Yes

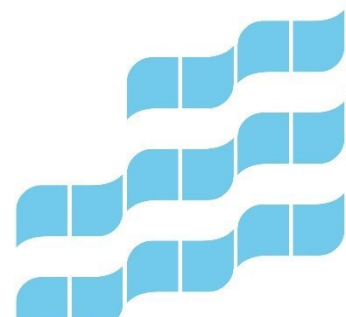
**11. Personal data storage periods/criteria for determining storage period**

Storage is governed by the City of Tampere file plans.

**12. Data subject's rights**

Every member has the right of access to personal data concerning themselves. A request to inspect data concerning oneself can be made free of charge once a year. A member may request the rectification of their personal data if there are errors in the data.

Each member has the right to request the deletion of their personal data at any time, and the City of Tampere is obliged to delete the data if there is no longer a legal basis for processing the data. Please note that certain data we process may be subject to retention requirements set out in statute, and such data cannot be deleted before the end of the statutory retention period, despite any request for deletion.



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Every member of the community has the right to object to or request restriction of the processing of their personal data and to lodge a complaint with a data protection supervisory authority (e.g. the Data Protection Ombudsman in Finland) in accordance with the General Data Protection Regulation.

Requests to exercise the rights of the data subject may be made by submitting a written and signed request using the contact details provided in Section 1.

For more information on data subjects' rights and how to exercise them, please visit [www.tampere.fi/en/data-protection-and-information-management/privacy-policies](http://www.tampere.fi/en/data-protection-and-information-management/privacy-policies)

