

PRIVACY POLICY

The data controller's informing
the data subject

EU's General Data Protection Regulation,
(2016/679), Articles 13 and 14

10.11.2025

Information about personal data filing system

1. Name of the filing system

Customer register for online communication services

2. Purpose of personal data processing

- registration processing
- processing feedback
- using the feedback received to develop activities
- subscribing to mailing lists
- access management and administration of user accounts
- opinion polls

Feedback can be directed to the right person within the City of Tampere organisation (or to a person acting on behalf of the City of Tampere) to respond.

3. Data controller

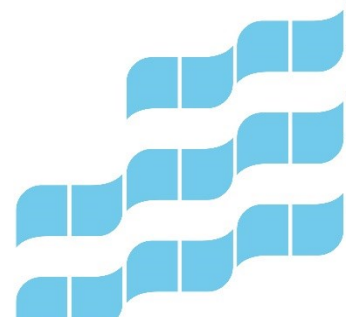
City of Tampere, business ID FI02116752

4. Individual responsible for the filing system: name, position and contact information

Communications director Katja Kannonlahti

City of Tampere,

PO Box 487, FI-33101 Tampere



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tel. +358 3 565 611 (City switchboard)

tampere.fi/en/contact-us

5. Filing system contact person and contact information

ICT service manager Leila Virta

City of Tampere,

PO Box 487, FI-33101 Tampere

tel. +358 3 565 611 (City switchboard)

tampere.fi/en/contact-us

6. Processing of personal data is outsourced on agreement

☐ No

☒ Yes

Further information on outsourced processing when necessary:

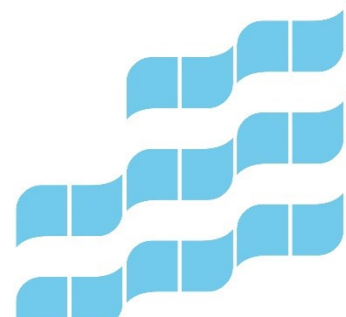
The City of Tampere commissions external service providers to process personal data on its behalf, to the extent required by the contract. Additionally, the maintenance of the Registry's electronic information systems, servers, and application expert support are contracted out.

7. Legal basis for the processing of personal data

A)

☒ Public interest / Exercise of official authority

☐ Legal obligation



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☒ 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

Personal data, data sources and data disclosure

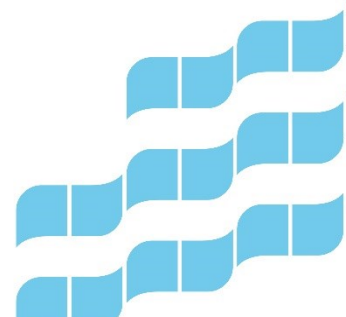
8. Personal data in the filing system

Categories of data subject and special categories of personal data

- contact details left by the customer
- the responses of the employees who responded and their identities

9. Filing system data maintenance systems (name(s) of system(s) or applications(s))

- Amurinmuseokortteli.fi
- Askem, website development application

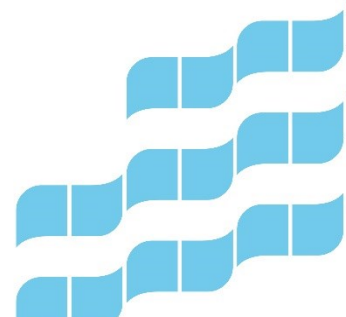


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- Assi-chatbot
- Cludo, AI search engine for websites
- Drupal
- Matrix42, a system for handling customer feedback and general advice contacts
- ElisaChat, chat application
- eLomake, survey tool
- Instant messaging services (WhatsApp, Telegram)
- Jemma, material bank
- Granite Training, courses
- Liana Mailer ja Koodiviidakko, newsletter application
- Matomo Analytics, reporting
- Microsoft Forms – form application
- Miro, digital whiteboard
- Moodle (Hallinto, Tykas), learning platform
- Museomilavida.fi
- Muumimuseo.fi
- Operaatiopirkanmaa.fi
- Quickchannel, online video software
- Sarahildenintaidemuseo.fi



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- Siteimprove, accessibility tool
- Social media channels of organisational units (channel list in Finnish at tampere.fi/some)
- Tampere.fi
- Tampereentaidemuseo.fi
- Tamperefilharmonia.fi
- Tampere.Finland-mobile application
- Tredu.fi
- Tasku, intranet
- Vapriikki.fi
- Virta-Online, SharePoint
- Webropol
- WordPress Multisite
- Zef, survey tool

10. Filing system contains hard copy (paper) material

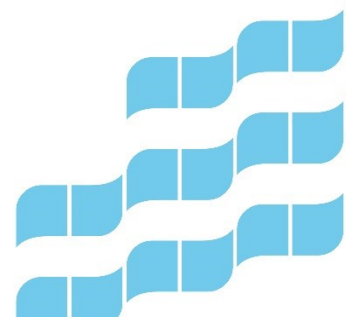
☐ No

☒ Yes

11. Data sources

Feedback or contact details provided by the customer.

12. Data protection principles



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The storage, archiving, deletion and other processing of data are governed by file plans, data protection guidelines and information security guidelines. Only authorised persons have access to data processed by electronic means. Each individual accepts a Non-disclosure/Secrecy agreement (an agreement on the non-disclosure and use of data and information systems) when granted user rights.

13. Disclosure of personal data

Regular disclosure of personal data

☒ No

☐ Yes

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

☒ No

☐ Yes

15. Personal data storage periods/criteria for determining storage period

Storage is governed by the City of Tampere file plans.

16. Data subject's rights

The rights of the data subject and instructions on how to exercise them are described at tampere.fi/en/data-protection-and-information-management/privacy-policies and are also available at the City registry office.

