

## Information about personal data filing system

### 1. Name of the filing system

City of Tampere, Public Relations Personal Data Register

### 2. Purpose of personal data processing

The register is used for the purposes of public relations, international affairs, representation of interests, and for customer relationship management. The City uses the data in the register for sending out targeted invitations to stakeholder events, receptions, and other events organised by the City alone or in cooperation with partners.

### 3. Data controller

City of Tampere, business ID FI02116752

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

Anna-Kaisa Heinämäki, Executive Director of Attractiveness and Advocacy

City of Tampere

PO Box 487, FI-33101 Tampere

[Contact us](#) | [www.tampere.fi](http://www.tampere.fi)

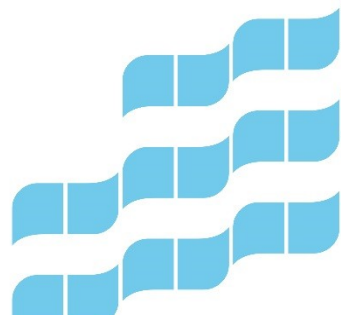
### 5. Filing system contact person and contact information

Erika McSherry, [firstname.lastname@tampere.fi](mailto:firstname.lastname@tampere.fi)

### 6. Processing of personal data is outsourced on agreement

No

Yes



Further information on outsourced processing when necessary

## 7. Legal basis for the processing of personal data

A)

Public interest / Exercise of official authority

Please specify:

Legal obligation

Governing legislation:

Consent

Performance of a contract

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

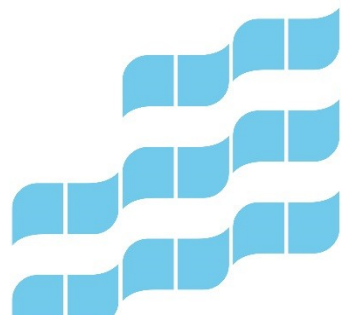
No

Yes

Please specify:

## Personal data, data sources and data disclosure

### 8. Personal data in the filing system



Categories of data subjects and special categories of personal data:

- Name of the data subject's organisation
- Name and job title of the data subject
- Email address, postal address, and phone number of the data subject

With regards to certain events where food is served, information about dietary restrictions and allergies will be collected via the registration form. All such information will be deleted from the register after the event has passed.

For statistical purposes, the data subject's country of residence may also be asked in the registration form.

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

Microsoft 365 Copilot, Eventilla event management system

#### **10. Filing system contains hard copy (paper) material**

No

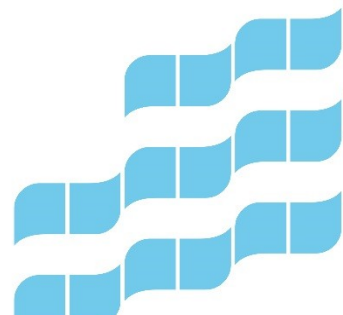
Yes

#### **11. Data sources**

Data is sourced through the City's own activities, such as partnership initiatives, meetings and events. In addition, public data sources, like organisations' own websites, social media, LinkedIn, and different kinds of internet search engines will be used as data sources.

#### **12. Data protection principles**

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

Please specify to whom or to what entity:

Events organised in Tampere, where the City acts as partner

Grounds for disclosure of data

The City of Tampere acts as co-producer with regards to certain specified events organised together with e.g. ministries, the Council of Ministers, or co-producers of other events. At such instances the City may disclose the contact details of attendees to the co-producers in question for the purposes of attendee management (e.g. sending out invitations and updates on the programme, feedback surveys etc.)

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

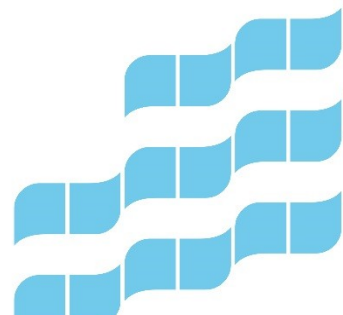
No

Yes

Please specify where

### 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

[www.tampere.fi/tietosuojaselosteet](http://www.tampere.fi/tietosuojaselosteet)

