

**METSÄ360 COMPETITION  
DATA PROTECTION NOTIFICATION**

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

**Date: 29.10.2019**

**Updated: 5 March 2024**

**1. Data controller:**

LUT University

Business ID: 0245904-2

Address: Yliopistonkatu 34, 53850 Lappeenranta, Finland

Phone: +358 294 462 111

E-mail: info@lut.fi

**2. Data controller's representative and contacts**

Name: Päivi Saikko, Development Manager

Phone: +358 50 442 7954

E-mail: paivi.p.saikko@lut.fi

**3. Data protection officer**

Name: Ilona Saarenpää, Legal Counsel

Phone: +358 50 430 1072

E-mail: dataprotection@lut.fi

**4. Purpose of data processing**

LUT University arranges the Metsä360 competition in cooperation with the Marjatta and Eino Kolli Foundation. The competition is open to students in middle schools (grades 7-9). Personal data on participants will be collected to be able to arrange the competition. Participants prepare a video that is published on YouTube or on Instagram.

The contact information of the rectors of Finnish middle schools and student counsellors of Finnish middle schools has been collected for communication purposes.

**5. Legal basis of data processing**

The basis for the processing of personal data in the register is the consent of the data subject.

The personal data collection is based on consent. Videos are published based on the express consent of the group members.

In the case of the rectors of Finnish middle schools and student counsellors of Finnish middle schools the personal data collection is based on the legitimate interest of the controller.

## **6. Content of data filing system and storage period**

Competitors may participate in a group or as individuals. Each group/individual needs to have a teacher as a contact person. Only the names of the group's students are collected. The following data on the teachers is collected: name, e-mail, phone number, school, school's address.

The following data on rectors of Finnish middle schools and student counsellors of Finnish middle schools is retained: name, school, email.

When participating on Instagram, LUT-university as organizer will collect the more detailed information described above afterwards from the most successful groups.

Successful videos will be published on the competition organiser's web site. In addition, successful videos or excerpts from them can be presented at the award ceremony.

The collected data will be stored for five years after the competition. The storage period applies to personal data and videos.

Information that has become unnecessary in the register shall be deleted from the register or if the registrant requires the deletion of his or her information.

## **7. Information systems employed**

### **8. Data sources**

We collect personal data only from the group's teacher. The students' school is obligated to obtain the students' consent for the collection and processing of their names.

Data on rectors of Finnish middle schools and student counsellors of Finnish middle schools has been collected from public sources on the institutions' websites.

### **9. Use of cookies**

Browser-based data filing systems employ cookies to process personal data. A cookie is a small text file that the browser saves on the user's device. Cookies are used to implement services, facilitate login, and enable the compilation of statistics on services. Users may prevent the use of cookies in their browser programmes, but this may prevent the system from operating correctly.

No cookies are used in the processing of personal data.

### **10. Data transfer and disclosure**

Registration takes place through the Lyyti online service. Data processing in the Lyyti service is explained in Lyyti's own privacy notice.

In addition to LUT University, collected personal data may be transferred to the Marjatta and Eino Kolli Foundation.

Videos submitted by participants are published on YouTube or on Instagram. Participants upload their own videos to YouTube or to Instagram and commit to observing YouTube's or Instagram's terms and conditions.

### **11. Data transfer and disclosure beyond the EU or EEA**

Data collected by LUT University or its service providers will only be processed within the EU or EEA.

LUT University is not responsible for videos uploaded to YouTube or to Instagram or data collection related to it.

## **12. Safeguards for data processing**

Collected data will be stored on the university's secure servers and can be accessed only by persons responsible for competition arrangements.

## **13. Automated decision-making**

No automated decision-making takes place in the data processing.

## **14. Rights of the data subject**

Data subjects have the right to withdraw their consent if the data processing is based on consent.

Data subjects have the right to lodge a complaint with the Data Protection Ombudsman if the subjects consider that the data processing regarding them is in breach of data processing legislation in force.

Data subjects have the following rights under the EU's General Data Protection Regulation:

- a) Right of access to data concerning the data subject (article 15)
- b) Right to rectification of data (article 16)
- c) Right to erasure of data (article 17). The right to erasure shall not apply if the processing is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes if the right to erasure prevents or significantly hinders the data processing
- d) Right to restriction of processing (article 18)
- e) Right to data portability to another data controller (article 20).

Data subject's rights under the EU's General Data Protection Regulation do not automatically apply to all data processing.

*The liaison in matters related to the data subject's rights is the data protection officer; contact details in section 3.*