

**DATA PROTECTION NOTIFICATION**  
**Participants in Events**  
**EU's General Data Protection Regulation**  
**(2016/679), Articles 13 and 14**  
**Date: 01/26/2023**  
**Updated 01/26/2023**

**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**

Lea Lonka, Event Coordinator  
Yliopistonkatu 34, 53850 Lappeenranta, Finland  
040 848 9855, lea.lonka@lut.fi

**3. Data protection officer**

Name: Anne Himanka, Legal Counsel  
Address: LUT University, Yliopistonkatu 34, 53850 Lappeenranta, Finland  
Phone: +358 50 564 4623  
E-mail: dataprotection@lut.fi

**4. Purpose of data processing**

The data is processed for the purpose of implementing an agreement between the data controller and data subject and, where applicable, to manage and enable orders, registrations, communications, marketing, reporting and other customer service matters. Purchasing and business-related data and location data in the file can be used for profiling and for targeting marketing and customer communications. The personal data is also processed for the purpose of sending newsletters related to events and other marketing actions. If the data subject does not submit the information requested for registration for an event, the data controller will not accept the data subject's registration or agree to be bound by the agreement concerning event participation between the data controller and data subject.

**5. Legal basis of data processing**

The personal data collection is based on consent.

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

The personal data is stored for as long as necessary to enable the data subject's registration for an event and the organisation of the event. The data will be erased when the required

storage period has elapsed. The data controller may process data concerning participants in events or persons who have given consent to direct marketing. The file may contain e.g. the first and last name of participants who have registered for an event, their possible contact details and data given by the data subjects for the purposes of the event. The registration data provided by the data subject may include e.g. an e-mail address, phone number, postal address, date of birth, or allergies.

#### **7. Information systems employed**

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

#### **8. Data sources**

Data provided by participants in events.

#### **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.

Cookies are used in data processing in browser-based systems such as the Lyyti system registration page. Cookies on the registration page of the Lyyti system are necessary for the cookies related to the operation of the page.

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

Contents of the data may be disclosed to members of the organisation and stakeholders of the event. In addition, data will be transferred to a specific data processor.

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

Data will not be transferred beyond the EU or EEA.

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

The data is technically safeguarded. Physical access to the data is prevented with access control and other security measures. Access to the data requires sufficient access rights and multiple identification stages. For example, firewalls and technical safeguards prevent unauthorised access. Only the data controller and specifically assigned technical experts have access to the data. Only authorised persons have the right to process and maintain the data in the data file. The data processors are bound by secrecy obligations. Secure backups of the data are created and can be retrieved as needed. The level of information security is audited regularly by an external or internal auditor.

#### **13. 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).

f) Right to object (article 21).

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.*