
PRIVACY NOTICE

according to the EU General Data Protection Regulation GDPR, Art. 13 and 14

This notice concerns:

A register for promotional materials for videos, social media platforms and articles for persons involved in the Vaasa International Talents programme .

Personal data controller

Novia University of Applied Sciences
Wolffintie 31
65200 Vaasa
Finland
www.novia.fi

Novia University of Applied Sciences is controller for the personal data collected and processed in the Novia UAS activities – in teaching, guidance, research and development, administration, and cooperation, internally and externally.

Responsible unit for the processing that is described in this notice:

RDI Health and Welfare

Contact person:

Pia Jünger, Talent Boost Coordinator
pia.junger@novia.fi
050-4782005

Data Protection Officer at Novia University of Applied Sciences:

dataskyddsbud@novia.fi, +358 6 328 5000 (switchboard)

For what purpose do we process your personal data?

The aim of the Vaasa International Talents programme is to provide international degree students participating in the programme with knowledge and tools which will help them to find connections to working life and, as a result, enable them to establish themselves in Finland after

graduation. Part of this programme relates to videos, and social media platforms with the purpose of promoting the activities of Vaasa International Talents. Those who agree to participate in promotional videos and in pictures related to the activities of the Vaasa International Talents programme agree to being displayed on social media platforms such as Facebook, Instagram, or LinkedIn. The materials will be used only for promotional purposes.

According to GDPR there must be a legal basis for processing personal data. The legal basis for processing your personal data is:

Consent (Art. 6.1 a)

You are consulted and answer yes (by written or oral statement) to that your personal data is processed for a specific purpose. You give your consent freely after getting information about how your personal data is processed (i.e., collected, stored, shared, archived, etc.). When consent is the only legal basis for processing your personal data, you have the right to withdraw at any time. You can notify that you have regretted your consent by sending an e-mail to registrator@novia.fi. The processing completed before you withdrew consent is not affected.

Which personal data do we process, and who processes the data?

The personal data that will be processed are names, city, email addresses and phone numbers of the participants, as well as images and voice in promotional photos and videos.

The consolidated information is used for promotional videos, social media platforms and articles. The contact information is used for contacting individuals, such as for the purpose of promotional videos, social media posts or stories.

Only those persons responsible for coordinating the Vaasa International Talents programme at Novia UAS have access to the contact information.

Where do we collect your personal data from and how do we process the data?

The personal data will be collected from those who have participated in the programme by means of a O365 Forms survey.

The data collected will be consolidated into a separate register. The Vaasa International Talents programme will keep the register until the end of the project. If the register will

continue after the project has ended, you will be contacted regarding your consent to whether you want to remain in the register.

You can withdraw your consent at any time and request that your data is deleted from the register.

The promotional photos and videos will be made with your consent to take part in the promotional activities. You can withdraw your consent at any time and request that your data is deleted from the promotional material. However, images and videos that have already been published before you withdrew your consent, can not be deleted.

The promotional material will be stored until the end of the project.

Is your personal data transferred (outside Novia University of Applied Sciences) for processing?

Yes, personal data will be transferred for processing outside Novia University of Applied Sciences. This processing concerns publishing videos and images on social media platforms.

Is your personal data transferred to a third party (outside Novia University of Applied Sciences) for that party's purposes?

Since Novia UAS will publish photos, movies and other promotional material on social media, we will pass your personal data to third parties, including transfer outside EU/EEA. We will not pass on your personal data for other purposes.

Is your personal data transferred outside EU/EEA?

Yes, personal data will be transferred outside EU/EEA due to the tools and platforms being used.

Publishing on the social media platforms means that personal data (images, videos, etc.) is transferred outside EU/EEA, to the US. Also, as with all information stored in O365, the data might be stored in the US. The US laws do not grant you the rights to your personal data at a

level that is equivalent to the requirements according to GDPR. When we publish and process your personal data using tools and social media platforms that are under US jurisdiction, the transfer is based on your explicit consent (according to GDPR, Art. 49.1 a).

Which rights do you have when Novia University of Applied Sciences processes your personal data?

Novia University of Applied Sciences is responsible for taking appropriate technical and organisational measures to protect personal data against unauthorized or illegal processing and against damage to or loss of personal data. Personal data must always be processed in a fair and transparent manner in accordance with applicable data protection regulations.

According to the EU General Data Protection Regulation GDPR (Art. 12-22), you have the right to

- get transparent information on how your personal data is processed and how you can exercise your rights (Art. 12)
- get access to your personal data at Novia University of Applied Sciences and information on the processing of data (Art. 15)
- have your personal data corrected (Art. 16). Note that employees and students at Novia University of Applied Sciences can in most cases correct their own data according to the instructions on the intranet.
- have your data erased ("the right to be forgotten") in certain situations (Art. 17)
- restrict the processing of your personal data in certain situations (Art. 18)
- have your personal data transferred between systems in certain situations (Art. 20)
- object to the processing of your personal data in certain situations (Art. 21)
- not be subject to automated decision-making, with certain exceptions (Art. 22)

Also, you have the right to be informed of a personal data breach involving a high risk to your personal data (Art. 34).

When the purpose of the processing is scientific research, statistics or archival purposes, the rights may be restricted by the Data Protection Act (1050/2018). Restrictions on rights always require special safeguard measures.

If you have questions about your rights, you can contact the responsible contact person (see above) or the Data Protection Officer (dataskyddsbud@novia.fi) at Novia University of

Applied Sciences. See also the overall information on the processing of personal data on the Novia UAS website (<https://www.novia.fi/en/about-us/leading-documents/data-protection/>).

You have the right to lodge a complaint with the data protection authority if you believe that the processing of your personal data is an infringement of the General Data Protection Regulation (GDPR).

Contact information to the data protection authority

Office of the Data Protection Ombudsman

PL 800

00531 Helsinki

+358 29 566 6700 (switchboard)

tietosuoja@om.fi

tietosuoja.fi