

DATA SECURITY AND PROCESSING OF PERSONAL DATA

DATA CONTROLLER

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CONTACT DETAILS

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PURPOSES AND THE LEGAL BASIS FOR THE PROCESSING OF PERSONAL DATA

The purposes of the processing of personal data are talent attraction activities at Helsinki Marketing. The processing is based on your consent and on pursuing the legitimate interests of the data controller. The legitimate interests are managing talent attraction activities and marketing the services of the campaign organizers.

CATEGORIES OF PERSONAL DATA AND PURPOSES OF COLLECTED DATA

The data will be stored at the [Talent Pool Helsinki](#) operated by Helsinki Business Hub. You can find the privacy policy of the talent pool [HERE](#)

Helsinki Marketing collects and processes the following categories of personal data (some of the categories of personal data apply only to a limited group of the participants):

- Contact details (for example name, email, current city)
- Information given in the questionnaire form (for example work interests, work experience)
- Information voluntarily provided by you through third-party source such as Facebook or LinkedIn

Helsinki Marketing collects personal information from you with your consent in its talent attraction activities for the following purposes:

- Email marketing: data controller collects personal information in order to communicate about for example job possibilities, talent services and other work-related information.
- If you decide to grant access to a third-party integrated service such as ones provided by, for example, Google, Facebook, Twitter, Reddit, Microsoft or LinkedIn, Helsinki Marketing may also collect personal information that is associated with your integrated service account.
- If the information is used for purposes of aggregated analysis or market research, the information is always made unidentifiable. Such personal data cannot be used to identify a certain natural person, and as such is not considered to be personal data.

RECIPIENTS OF PERSONAL DATA

Personal Data is disclosed to parties that take part in the Helsinki Freedom, home-delivered campaign (Helsinki Business Hub and partner companies)

YOUR CONSENT

By giving your consent, you give Helsinki Marketing the right to process your personal data according to this privacy notice and for the purposes stated in this privacy notice. You have the right to withdraw your consent at any time.

TRANSFER OF PERSONAL DATA OUTSIDE THE EU/EEA

Personal Data is not transferred outside the European Union or the European Economic Area.

Once you have contacted a company directly in recruitment purposes, any data shared or processed from that point onwards between the company and you will be covered in accordance with that company's data protection policy. Helsinki Marketing does not participate in the processing of the personal data shared directly between the companies and you.

STORAGE TIME

Information from the questionnaire form and third-party source such as Facebook or LinkedIn are stored for six months in the talent pool after the questionnaire has been filled.

SECURITY

We prioritize the integrity and safety of the personal data processed and therefore work actively so that the personal data of the users is processed with utmost care. We take all reasonable measures to make sure that the personal data of users and others is processed safely and in accordance with this Privacy Policy and the GDPR-regulation.

It is important that you also act diligently and carefully to ensure the protection of your own data. You should always exercise care to keep your login information secure.

AUTOMATIC DECISION-MAKING AND PROFILING

The processing of personal data does not include any automatic decision-making or profiling.

YOUR RIGHTS REGARDING THE PROCESSING OF PERSONAL DATA

Right of access, rectification and erasure

As a data subject you have a right to inspect the personal data concerning yourself, which is stored in the register, and a right to require rectification or erasure of your data using the login credentials created at the time of registering to the talent pool. If your data is erased, you can no longer use the Service. You can use these rights by contacting nisha.yadav@helsinkihub.fi

Withdrawal of a consent

When the processing of information is subject to your consent, you may withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal. Using this right may mean that you can no longer use the Service. Withdrawals can be made by using the login credentials created at the time of registering to the talent pool or by contacting HBH using the contact details above. If you wish to unsubscribe from the HBH mailing list, you can also use the unsubscribe link in each message.

Right to lodge a complaint with a supervisory authority

If you consider that the processing of personal data relating to you infringes the data protection regulation, you have the right to lodge a complaint with a supervisory authority. You may lodge your complaint in the EU Member State of your habitual residence, place of work or place of the

alleged infringement. In Finland the relevant supervisory authority is the Data Protection Ombudsman (www.tietosuoja.fi).

Right to object processing

You have also right to object processing (e.g., direct marketing purposes) or request the restriction of processing activities. Using this right may mean that you can no longer use the Service.