

Processing of Personal Data **MARKETING REGISTER**

1. General Information

This document is part of the information and disclosure obligation prepared by the municipality of Kannonkoski as the Controller according to requirements of the EU Data Protection Regulation (EU) 2016/679. In addition to the general information provided by the municipality on its website, the municipality describes in this document the detailed information related to the processing of personal data with regards to the Marketing Register. This document will be reviewed regularly and updated as necessary.

2. Roles and Responsibilities

Controller	Youth Centre Piispala, Kannonkoski Municipality Enterprise
Business ID	0175798-8
Address	Kurssitie 40, 43300 Kannonkoski
Responsibilities	<ul style="list-style-type: none"> ▪ Responsible for the timeliness of personal data based on the information received from data subjects and other regular sources. ▪ Inform data subjects with this document as well as in other necessary ways and means of communication. ▪ Maintain an overview of the processing of personal data (description of the processing of personal data).
Registry contact person	Palveluvastaava
Address	Kurssitie 40, 43300 Kannonkoski
Email	piispala@piispala.fi
Telephone number	+358 (0)207 694 300
Responsibilities	<ul style="list-style-type: none"> ▪ Act as the main contact person for data subjects regarding matters related with the register. ▪ Inquiries and rectification requests concerning the register should be addressed to the registry contact person.

3. Purpose and Legality of the Processing of Personal Data

Purpose of the processing of personal data	<ul style="list-style-type: none"> ▪ The register data are used for the following purposes: newsletters telling about the events and services of Youth Centre Piispala, and electronic direct marketing of different holidays, services and events. ▪ Data processing doesn't involve profiling or automatic decision making.
Legality of the processing of personal data (legal basis)	<ul style="list-style-type: none"> ▪ The processing of personal data is grounded on the person's own consent.

4. Content and Life Cycle of Register Data

Data content	<ul style="list-style-type: none"> ▪ The persons (data subjects) refer to customers or potential customers who are interested in the services of Youth Centre Piispala. ▪ The register contains only data of those individuals who have given their consent to be included in the marketing register.
<ul style="list-style-type: none"> ▪ Data subject groups ▪ Personal data groups 	
Data to be stored in the register	<ul style="list-style-type: none"> ▪ Personal name ▪ Email address
Life cycle of personal data	<ul style="list-style-type: none"> ▪ The personal data on the Marketing Register shall be kept for two years from the date of entry, and shall be destroyed after that.

5. Data Sources and Data Disclosure

Data sources	▪ Data subject
Regular disclosure of data	The register data shall not be disclosed to third parties.
Data disclosure outside EU and EEA countries	The register data shall not be disclosed outside the EU or EEA countries.

6. Protection Principles and Access Control

Manual material	Located in a locked cabinet and in a locked space.
Material processed by data systems	Personal data will be kept confidential. The register is protected in compliance with the requirements of internationally recognized data security standards. Personal data are processed only by persons specifically designated by Youth Centre Piispala and by third parties at Koodiviidakko Oy who maintain or develop services on behalf of Piispala.
Access control	The use of register data is regularly monitored by the Controller.