

**Aalto University**

**13 August 2024**

## **Privacy notice**

This privacy notice applies to Shaking up Tech and the related website <https://shakinguptech.aalto.fi/en>. This privacy notice explains how personal data is processed at the event and on the related website.

### **1. Why and on what basis do Aalto University and the other universities organising the event deal with personal data?**

At Shaking up Tech, Aalto University and its partners will encourage Finnish women and other gender minorities of upper secondary school age to study technology after upper secondary school. The aim of the event is to introduce participants to the wide range of educational and career options in the field of technology and to balance the gender distribution in the field.

The processing of personal data is based on the legitimate interest in organising and developing the event, maintaining the event website, and communicating and marketing the University's activities.

In addition, personal data may be processed to ensure data security and to prevent and investigate misuse.

The Event is organised by Lappeenranta-Lahti University of Technology LUT (LUT University), the University of Oulu and the University of Turku, (hereinafter referred to as "Aalto University partner universities" or "partner universities") in cooperation with Aalto University.

The Aalto University partner universities will also process personal data in connection with the event. The processing of personal data is based on the legitimate interest to organise and develop the event, to maintain the event website and to communicate and market the University's activities.

### **2. What personal data does Aalto University collect?**

The personal data processed can be categorised as follows:

- **Information provided when registering for the event**, such as contact details.
- **Information provided when you contact us**, for example if your company wants to discuss cooperation opportunities and provide the contact details of a company representative.
- **Personal data contained in marketing and communication material**, such as information on website technology and other information about you.
- **Career stories** of women and other gender minorities working in the sector.
- **Personal data contained in images and videos**, such as those taken at an event, etc.

The personal data that may be collected by the partner universities, how the personal data is processed by the partner university and the rights of the data subject are set out in the privacy notice of the partner university. A link to the privacy notices of the partner universities can be found in section 9 of this privacy notice.

### **3. Recipients of personal data**

#### **A) Service providers, partner universities and social media image sharing**

In maintaining the website and providing the service, Aalto uses partners to process data for the purposes specified in this Privacy Policy. We will transfer your personal data to these partners only to the extent that these partners need access to the personal data we process in order to provide services to Aalto for the purposes specified in this Privacy Notice.

Aalto University discloses personal data to partner universities in order to organise an event on the campus of the partner university. The partner universities may also disclose personal data to Aalto University in connection with the organization of an event.

Aalto has taken appropriate measures to ensure that your personal data is processed only for the purposes set out in this Privacy Notice and in accordance with applicable law.

In addition, Aalto University may share images on social media services. The processing of personal data contained in these images is governed by the respective privacy policies of these services. Please refer to the following social media services in this regard: Facebook (<https://www.facebook.com>) Instagram (<https://www.instagram.com>), and Snapchat (<https://www.snapchat.com/>).

#### **B) Research and educational use**

In some cases, we may use personal data for scientific research and teaching purposes, in which case the data will be processed in accordance with the requirements of the GDPR and national data protection legislation.

#### **C) Legal reasons**

We may share your personal data with third parties where access to or other processing of the personal data is necessary i) to comply with an applicable legal and/or judicial obligation; ii) to detect, prevent or address an abuse, security risk or technical problem.

### **4. Transfer of personal data to third countries**

The University's data protection policy is to exercise special care when transferring personal data outside the EU and the European Economic Area (EEA) to countries that do not offer data protection in accordance with the EU Data Protection Regulation. Transfers of personal data outside the EU and EEA will be carried out in accordance with the requirements of the GDPR, using, for example, standard contractual clauses or other safeguards in accordance with the GDPR.

### **5. How does Aalto University protect personal data?**

Data security is important to Aalto University. Aalto University has appropriate technical, organisational and administrative security procedures in place to protect all personal data against loss, misuse, unauthorised access, disclosure, alteration and destruction.

### **6. How long will the personal data be kept?**

Personal data is kept for as long as it is necessary for the purpose for which it was collected and processed or as required by law and regulation.

- Data provided in connection with registration will be kept for a maximum of 2 years from the date of submission of the registration form.
- Data provided in connection with contact will be kept for a maximum of 3 years from the date of contact.
- Personal data contained in photos and videos will be processed separately for each participant as specified in the photography and participation authorisation.

## **7. Updates to the privacy notice**

The privacy notice may be updated in the event of changes to the event package. The latest version can be found on the bottom bar of the event website (<https://shakinguptech.aalto.fi/en>).

## **8. Rights relating to personal data**

You have rights in relation to personal data held by Aalto when Aalto is the controller of the personal data.

If you wish to exercise your rights, requests will be assessed on a case-by-case basis. Please note that we may also retain and use your data where necessary to comply with legal obligations, resolve disputes or enforce contracts.

### **A) Right to request access to data**

You have the right to access the personal data held by Aalto University.

### **B) Right to rectification**

You have the right to rectify inaccurate or incomplete data.

### **C) Right to request the deletion of your data**

You have the right to request the deletion of your data in the following cases, for example:

- Your personal data are no longer needed for the purposes for which they were collected or for which they were collected otherwise processed. You have the right to object to the processing of your personal data and not to the processing of your personal data for the purposes for which it was collected or for which it was collected.
- There is no acceptable reason for the continued processing.
- Processing is unlawful.

In many cases, Aalto University is obliged to retain personal data, e.g. in accordance with the law.

### **D) Right to restrict the processing of personal data**

If you contest the accuracy of the data or the lawfulness of the processing, or if you have objected to the processing in accordance with your rights, you may request Aalto University to restrict the processing of your personal data to the purpose of data retention only. The processing will then be limited to the storage of the data until, for example, the accuracy of the data has been verified.

If you do not have the right to request erasure, you can instead request that Aalto University restrict the processing of these data to the purpose of data retention only.

## **E) Right to object to processing on the basis of our legitimate interests**

You always have the right to object to the processing of your personal data, for example for marketing purposes.

## **9. Exercise of the rights of the data subject**

The controller is Aalto University.

The contact person in matters concerning the event is: Nicoletta Michieletto, [nicoletta.michieletto@aalto.fi](mailto:nicoletta.michieletto@aalto.fi), phone: +358 50 326 1049.

The data subject should contact Aalto University's Data Protection Officer if they have any questions or requests regarding the processing of personal data: Anni Tuomela, phone number: 09 47001, e-mail: [tietosuojavastaava@aalto.fi](mailto:tietosuojavastaava@aalto.fi).

If the data subject feels that their personal data has been processed in violation of data protection legislation, the data subject has the right to lodge a complaint with the supervisory authority, the Data Protection Ombudsman (read more: <http://www.tietosuoja.fi>).

If you participate in the event in **Lappeenranta**, LUT University, in addition to Aalto University, will also be the controller of your personal data.

[Read LUT University's privacy notice for events.](#)

Contact information: Johanna Naukkarinen, PhD (phone: 040 685 3134, email: [johanna.naukkarinen@lut.fi](mailto:johanna.naukkarinen@lut.fi)).

If you participate in the event in **Oulu**, the University of Oulu, in addition to Aalto University, will also be the controller of your personal data.

[Read the University of Oulu's privacy notice for events.](#)

Contact information: Kati Kantonen (phone: 050 327 1061, email: [kati.kantonen@oulu.fi](mailto:kati.kantonen@oulu.fi)).

If you participate in the event in **Turku**, the University of Turku, in addition to Aalto University, will also be the controller of your personal data.

[Read the University of Turku's privacy notice for events.](#)

Contact information: Sari Stenvall-Virtanen (phone: 040 501 3757, email: [sari.stenvall-virtanen@utu.fi](mailto:sari.stenvall-virtanen@utu.fi)).