

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 aim to encourage women or gender minorities who are upper secondary school students to pursue technology studies after graduation. The event showcases the diverse educational and career paths available in the field, with the broader goal of promoting a more balanced gender distribution in technology.

The processing of personal data is based on our legitimate interest in organizing and developing the event, maintaining its 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 LUT University, Tampere University and the University of Oulu (hereinafter referred to as "Aalto University partner universities" or "partner universities") in cooperation with Aalto University.

Aalto University's partner universities will also process personal data in connection with the event. This processing is based on legitimate interest, namely, to organise and develop the event, maintain its website, and promote the University's activities

2. What personal data does Aalto University collect?

The personal data processed can be categorised as follows:

- **Information provided when applying for the event**, such as contact details.
- **Information provided when you contact us.**
- **Personal data from marketing and communication materials**, including website technology information and other details about you.
- **Personal data contained in images and videos**, such as those taken at an event, etc. The partner universities' privacy notices set out what personal data they may collect, how they process it, and the rights of the data subject. Links to these notices are provided in section 9 of this privacy notice.

3. Recipients of personal data:

- a) Service providers, partner universities and social media image sharing:** Aalto uses partners to maintain the website and provide the service, processing data for the purposes set out in this Privacy Notice. We transfer your personal data to these partners only to the extent necessary for them to perform the services they provide to Aalto for those purposes.

Aalto University and its partner universities may disclose personal data to each other in connection with organising events held on partner university campuses. 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 compliance 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 those 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 data is necessary: (i) to comply with an applicable legal and/or judicial obligation; (ii) to detect, prevent, or address abuse, security risks, or technical problems.

4. Transfer of personal data to third countries:

The University's data protection policy requires special care when transferring personal data outside the EU and the European Economic Area (EEA) to countries that do not offer an adequate level of protection under EU data protection law. Such transfers are carried out in accordance with the GDPR, using appropriate safeguards such as standard contractual clauses or other GDPR-compliant mechanisms.

5. How does Aalto University protect personal data?

Data security is important to Aalto University. We have appropriate technical, organisational, and administrative measures 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 retained for as long as necessary to fulfil the purposes for which it was collected and processed, or as required by law or regulation.

- Data provided in connection with application will be kept for a maximum of 2 years from the date the application form is submitted.
- 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 authorization.

7. Updates to the privacy notice:

This privacy notice may be updated if changes are made to the event package.

The latest version is always available in the footer of the event website

(www.shakinguptech.com).

8. Rights relating to personal data:

You have certain rights regarding personal data held by Aalto when we act as the controller. Requests to exercise these rights will be assessed on a case-by-case basis. Please note that we may 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:
 - You have the right to request erasure of your personal data when it is no longer needed for the purposes for which it was collected or otherwise processed.
 - 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 your personal data, the lawfulness of the processing, or have objected to the processing in accordance with your rights, you may request that Aalto University restrict processing to storage only. During this restriction, your data will be retained but not otherwise used until, for example, the accuracy of the data has been verified.

If you are not entitled to request erasure, you may instead request that Aalto University restrict processing of your data to storage 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, 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: tietosuojaavastaava@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: <https://tietosuoja.fi/etusivu>).

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

- [Read the LUT University's privacy notice for events.](#)
- Contact information: Johanna Naukkarinen (phone: 040 685 3134, email: 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: Ruut Westerlund (phone: 050 478 3139, email: ruut.westerlund@oulu.fi).

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

- [Read Tampere University's privacy notice for events.](#)
- Contact information: Riikka Lahtinen (phone: 040 198 1111, email: riikka.lahtinen@tuni.fi).