

# Visitor register Tampere Smart City Week & DigiTre 2022 event

Privacy policy

Personal Data Act (523/1999), sections 10 and 24  
(policy revised 3<sup>rd</sup> November 2021)

## 1. Controllers

Tampere Trade Fairs Ltd  
Ilmailunkatu 20, 33900 Tampere  
Tel.: +358 207 701 222  
Business ID: 0155043-4

The City of Tampere  
Aleksis Kiven katu 14-16  
PL 487  
33101 TAMPERE

## 2. Representative of the controller

Tampere Trade Fairs Ltd/Customer service  
Ilmailunkatu 20, 33900 Tampere  
Tel.: +358 207 701 222  
[asiakaspalvelu@tampereenmessut.fi](mailto:asiakaspalvelu@tampereenmessut.fi)

## 3. Name of register

Visitor register of Tampere Smart City Week & DigiTre 2022 event

## 4. Henkilötietojen käsittelyn tarkoitus

Kävijärekisterin tiedot kerätään kävijän antamista tiedoista kävijärekisteröinnin yhteydessä. Rekisterin tietoja käytetään tapahtuman kävijämarkkinointiin, kävijälaskentaan ja kävijätutkimusten tekemiseen. Rekisterin asiakastietoja voidaan käyttää kävijäprofilointiin, sähköiseen suoramarkkinointiin sekä markkinointitoimenpiteiden kohdentamiseen myös tulevaisuudessa vastaavan kaltaisissa tapahtumissa.

Mikäli rekisteröity ei toimita pyydettyjä tietoja siltä osin kuin tiedot liittyvät tapahtumaan ilmoittautumiseen, rekisterinpitäjä ei voi ottaa vastaan rekisteröidyn ilmoittautumista eikä sitoutua tapahtumaan osallistumista koskevaan rekisterinpitäjän ja rekisteröidyn väliseen sopimukseen.

## 5. Data content of the register

The register contains contact details of visitors, other event-specific profiling data provided and event-specific timestamps.

## **6. Disclosure of data**

The registered data can be distributed within the Tampere Trade Fairs Group and the City of Tampere, and with subcontractors of the Tampere Smart City Week & DigiTre 2022 event.

Rekisteritietoja voidaan jakaa Tampereen Messut -konsernin ja Tampereen Kaupungin välillä, sekä rekisterinpitäjien tapahtuman alihankkijoiden kanssa. Furthermore, Tampere Trade Fairs Ltd may outsource the processing of personal data to external partners. If an exhibitor has read the details of a visitor from the visitor's badge in their stand, we will disclose registered data to the exhibitor on the basis of visitors read. Data may also be disclosed to an exhibitor if a visitor has registered for a trade fair through an invitation sent by the exhibitor.

## **7. Storage period for personal data**

Personal data will be stored in order to allow visitors to access events and to carry out visitor marketing for future similar events. If a visitor requests their data to be removed before an event for which they have registered, the registration will also cease to be in effect. Personal data will be removed from the visitor register once the aforementioned storage period has elapsed.

## **8. Regular sources of data**

The registered contact details and customer data are obtained in conjunction with visitor registrations.

## **9. Regular disclosure and transfer of data outside the EU or EEA**

No data will be disclosed or transferred from the visitor register outside the EU or EEA.

## **10. Principles of register protection**

Separately appointed employees of the controller and employees of companies operating under the assignment and in the name of the controller are only entitled to use the system that contains customer data and modify customer data. User rights are only limited to the data each employee requires in their work. Employees who process the registered customer data are bound by a confidentiality obligation. Data will only be disclosed or transferred to third parties as a result of a statutory disclosure obligation, such as a request presented by a customer or a statutory request presented by an authority. The system is protected by means of technical solutions.

## **11. The right of data subjects to check data**

Data subjects have the right to check their personal data saved in the register and to obtain copies of their data. Requests to check data must be made in writing and sent to the representative of the controller (see Section 2).

## **12. Rectification of data**

The controller will rectify, remove or supplement any registered personal data that is incorrect considering the purpose of processing, unnecessary, defective or outdated, independently or at the request of a registered person. Registered persons must contact the controller's representative in writing in order to rectify data (see Section 2).

### **13. The right of data subjects to restrict processing**

Data subjects have the right to restrict the controller from processing their personal data for direct advertising, distant sales, other direct marketing, market and opinion polls, vital records or genealogy. Processing restrictions must be made in writing and sent to the representative of the controller (see Section 2).

### **14. Making changes to the privacy policy**

Tampere Trade Fairs Ltd and the City of Tampere are continuously developing their business activities and, therefore, reserves the right to change this privacy policy by giving notification of any changes in its services. Changes may also be based on legal amendments. The register controllers recommend that data subjects read the content of this privacy policy on a regular basis.