

## METSÄ360 COMPETITION – PRIVACY NOTICE

EU General Data Protection Regulation (2016/679),  
articles 13 and 14  
Creation date: 29 October 2019  
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### *1. Controller*

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### *2. Controller's representative and contact persons*

Planning Officer Siiri Mertakorpi  
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### *3. Contact details of the Data Protection Officer*

Legal Counsel Ilona Saarenpää  
Lappeenranta–Lahti University of Technology LUT  
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### *4. Purpose of the processing of personal data*

LUT University organises the Metsä360 competition in cooperation with the Marjatta and Eino Kolli Foundation. The competition is open to pupils in grades 7 to 9 of basic education. Participants' personal data is collected for the purpose of organising the competition. Participation in the competition takes place by publishing a video on the YouTube service or the Instagram service.

The contact details of principals and guidance counsellors of Finnish secondary schools (grades 7 to 9 of basic education) have been collected for the purpose of communicating about the competition.

### *5. Legal basis for the processing of personal data*

The basis for processing personal data in the register is the consent of the data subject.

The participants' personal data is collected with the consent of the participants. The videos are published with the express consent of the participants. If the competition participant is under the age of 13, the pupil's guardian's consent to the collection of personal data and the publication of the video is requested.

For principals and guidance counsellors, the grounds for processing are based on the controller's legitimate interest. The legitimate interest has been assessed by means of a balancing test, and the controller has a legitimate interest in marketing the Metsä360 competition and LUT University directly to secondary schools.

### *6. Data content and retention periods of the register*

It is possible to participate in the competition as a group and as an individual. In order to participate in the competition, the group or individual student must have a teacher or other instructor as their contact person. Only names are collected for the pupils/members. For the teacher/instructor, the following information is collected: name, email, telephone, school/educational institution and address of the school/educational institution. For principals and guidance counsellors in secondary schools, the following information is stored: name, educational institution, e-mail. Videos sent to the competition may also contain personal data, such as the data subject's voice or video image.

When participation takes place through the Instagram service, the competition organisers collect the more detailed information described above for the best participants.

The successful videos are published on the competition organisers' websites. In addition, successful videos or parts of them may be presented at the award ceremony.

The information collected is stored for five years after the competition has been organised. The retention period applies to both the personal data collected and the videos participating in the competition.

When the data stored in the register is no longer necessary, or if the data subject requests their personal data to be deleted, the data will be erased.

### *7. Information systems used*

Registration for the events takes place through the Lyyti software used by Lappeenranta-Lahti University of Technology LUT. The terms and conditions for the processing of personal data have been agreed with the software supplier as required by law.

The personal data of principals and student counsellors are processed using the Campaign Monitor newsletter tool.

### *8. Data sources*

We collect the personal data from the teacher/instructor. The school/educational institution has the duty to obtain the pupils' consent for the collection and processing of their names.

Information on principals and guidance counsellors has been collected from public sources on the websites of schools/educational institutions.

### *9. Use of cookies*

Cookies are used in browser-based information systems for the processing of personal data. A cookie is a small text file that the browser stores on the user's device. Cookies are used to implement services, facilitate logging in to services, and to enable statistical analysis on the use of services. The user can block cookies in their browser, but this may prevent the system from functioning properly.

Cookies are used in the processing of personal data in browser-based systems, such as the registration page of the Lyyti system. Cookies on the registration page of the Lyyti system are essential cookies related to the operation of the site.

### ***10. Transfer or disclosure of data***

Registration for the competition takes place through the Lyyti event service.

In addition to LUT University, personal data collected can be transferred to the Marjatta and Eino Kollari Foundation.

Videos submitted to the competition are published on the YouTube service or the Instagram service. The participants upload the videos they have produced to the YouTube service or the Instagram service themselves and undertake to comply with the service's own terms of use.

### ***11. Transfer or disclosure of data outside the EU or the EEA***

Personal data collected by LUT University or its service providers are processed only in the EU or the European Economic Area.

LUT University is not responsible for the processing of videos uploaded to the YouTube service or the Instagram service, or any personal data collected in this context.

### ***12. Principles of personal data protection***

The collected data is processed on the university's secure servers, and access to the data is only possible for employees involved in organising the competition.

### ***13. Automated decision-making***

No automated decision-making takes place in the processing of the material.

### ***14. Rights of the data subject***

The data subject has the right to withdraw their consent if the processing of personal data is based on consent.

The data subject has the right to lodge a complaint with the Office of the Data Protection Ombudsman if the data subject considers that the processing of personal data concerning them has violated the valid data legislation.

The data subject has the following rights under the EU General Data Protection Regulation:

- a) The data subject's right of access to their personal data (Article 15).
- b) The data subject's right to the rectification of their data (Article 16).
- c) The data subject's right to the erasure of their data (Article 17). The right to erasure shall not apply where processing is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes, where the right to erasure prevents or seriously impairs the processing of personal data.
- d) The data subject's right to restrict the processing of data (Article 18).
- e) The data subject's right to transfer data to another controller (Article 20).
- f) The data subject's right to object to the processing of their personal data (Article 21).

The data subject's rights under the EU's General Data Protection Regulation are not automatic in all processing of personal data.

*The contact person in matters related to the rights of the data subject is the Data Protection Officer, the contact details are given in section 3.*