

PRIVACY POLICY / STAKEHOLDER REGISTER

1 Data controller

Audiovisual Producers Finland – APFI ry (hereinafter also “APFI”)
Business ID: 1490962-9
Pasilankatu 2
00240 HELSINKI
Phone: +358 9-440 471

2 Contact person

Janne Lilleberg, CFO
Phone: +358 (0) 40 7328 042
Email: janne.lilleberg@apfi.fi

3 Name of register

Audiovisual Producers Finland – APFI ry stakeholder register

4 The purpose of use and basis of processing for personal data

We process personal data to facilitate communication between APFI and its stakeholders. The data may occasionally be used for analysing the collaboration relationship, for planning and developing APFI’s services, and for targeting and managing services.

Data subjects added as contact persons in the customer register or the member register will also be added to the APFI stakeholder register, unless this is prohibited by the data subject.

The processing is based on a legitimate interest. APFI has assessed that the processing does not conflict with the fundamental rights or freedoms of the data subject. The data subject has the right to object to the processing of their data as described below.

We do not process personal data for automated decision-making that would have legal effects or an otherwise significant impact on the data subject.

5 Data content of the register

The register is built in the form of mailing lists. The mailing list contains the following information:

- name
- employer
- occupation or title
- email
- phone number

A person may be included in several mailing lists.

Changes to all the data types listed above may be processed in the register.

6 Regular data sources

APFI collects personal data primarily from the data subject or from their employer. A person’s contact information can also be added to the stakeholder contacts database from details that are publicly available on the internet.

7 Data storage

A stakeholder's contact information is stored as long as the person acts in a role that would allow them to be interested in receiving APFI communications. A data subject may request the deletion of their data as described below.

8 Disclosure and transfer of data

Data are not regularly disclosed to third parties, but APFI may provide stakeholders with information on behalf of third parties, such as events or application calls in the audiovisual industry.

APFI may use third-party service providers for the processing of data. These third parties, such as IT service providers, process personal data on our behalf and in accordance with our instructions. When we transfer your data to third-party service providers, we have ensured that these service providers are also committed to protecting your privacy in accordance with applicable law.

As a rule, personal data will not be transferred outside the territory of the Member States of the European Union or the European Economic Area unless it is necessary for the purposes of processing the above-mentioned personal data or for the technical implementation of data processing, in which case an adequate level of data protection is ensured, for example, by using standard contractual clauses approved by the European Commission.

9 Protection of the register

The information contained in the register is protected against external data breaches by firewalls, passwords and other technical means. The data and any backups are located in locked spaces to which unauthorised access has been prevented. Only persons designated by APFI have access to the data contained in the register. The persons processing the data may not disclose this information to a third party during their employment relationship or after its termination.

10 Rights of the data subject

In accordance with data protection legislation, the data subject has the following rights:

- right of access to their data;
- right to the rectification of their data;
- right to the erasure of their data;
- right to restrict the processing of their data;
- right to object to the processing of their data; and
- right to lodge a complaint with the supervisory authority if the data subject considers that their personal data has been processed unlawfully.

In order to exercise the rights described above, please contact the contact person whose details are provided in section 2.

All mass emails sent by APFI contain instructions for how to unsubscribe from the mailing list in question.

11 Amendments to the privacy policy

We reserve the right to update this privacy policy due to a justified change in data processing or changes in governing legislation. We recommend reviewing the content of the privacy policy on a regular basis.

