

PRIVACY POLICY / PERSONAL DATA REGISTER FOR EVENTS

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 personal data register for events

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

APFI organises various events for which we collect the visitors’ personal data. The events may include training events, seminars, marketing events, parties, or gala events. Personal data is collected in connection with registration from the data subjects themselves or from the organisation they represent. Information from public sources may be added to the personal data. This may include, for example, information on the data subject’s audiovisual works.

The data in the personal data register for events is used for maintaining the customer relationship, such as marketing future events, producing, offering and developing services, collecting feedback, and invoicing. The data may also be used for market research. Statistics may be compiled from the data in such a way that individual visitors cannot be identified. Processing is based on a legitimate interest, and 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 following information on a person participating in an event can be included in the register:

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

In addition, information related to the organisation of the event may be collected directly from the data subject, including, for example, dietary restrictions, preferences for seating arrangements, and ticket type and its payment.

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

6 Regular data sources

APFI collects personal data directly from the data subject or from the organisation they represent.

7 Data storage

The personal data for a specific event will be stored for 4 years after the event so that the person can be invited to similar events in the future.

8 Disclosure and transfer of data

The data will only be disclosed to service providers participating in the organisation of the event to the extent necessary for the fulfilment of the service provider's duties. In some cases, APFI may send a message on behalf of a third party using the data in the register.

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.

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.

