



Kaakkois-Suomen
ammattikorkeakoulu

1

Updated 18.6.2024

ACTIVE LIFE HUB PRIVACY POLICY

Data Protection Act 2018/1050, EU General Data Protection Regulation 2016/679.

The Privacy Policy contains the information that must be communicated to data subjects when processing personal data.

The privacy statement is a tool to ensure the controller's accountability.

The obligation to provide information is a key principle of the GDPR and means that the controller must be able to demonstrate compliance with data protection law.

1. The controller

South-Eastern Finland University of Applied Sciences Oy

Sustainable Wellbeing/Active Life Lab

P.O. Box 68 (Patteristonkatu 3)

50101 Mikkeli

Business ID: 2472908-2

2. Contact person for matters concerning the register

Katja Kiukas

South-Eastern Finland University of Applied Sciences - Xamk

Active Life Lab

Raviradantie 22 B

50100 Mikkeli

Tel. 050 3440856

E-mail: katja.kiukas@xamk.fi

3. For what purpose is my personal data processed?

During the course of the project, personal data will be processed for the following purposes:

- as part of the project activities and research, development and innovation activities (RDI activities) of Xamk
- for the marketing and communication of the project to target groups
- to disseminate information on the project measures and results
- for the implementation of stakeholder cooperation, customer relations and business cooperation.

4. On what basis is my personal data processed?

The processing of personal data is based on public interest (scientific research and research, development and innovation activities of universities of applied sciences). Processing of personal data in scientific research is based on the EU General Data Protection Regulation and the national data protection law. Scientific research is in the public interest within the meaning of the GDPR. Scientific research in the public interest is the basis for processing personal data (Data Protection Act). In the Data Protection Regulation (recital 159), the concept of research also covers RDI activities.

The processing of personal data is based on the activities, events and other activities carried out in accordance with the project plan. Personal data is processed on the basis of legitimate interest, for example for marketing, information, stakeholder cooperation and customer relations.

5. Name, nature, duration and the team of the project

Project name: Active Life HUB

Nature of the project: Development project

Project duration: 01.09.2023 - 31.8.2025

Project objectives are:

- to increase awareness, knowledge and supply of development activities in the field of wellbeing in the South Savo region
- to improve the conditions for the wellbeing sector in the region
- to increase the added value and turnover of wellbeing services in the region
- to create a comprehensive ecosystem in the region of Etelä-Savo, integrated into development activities, and to reform the welfare sector towards more knowledge-intensive services
- to create a new model of cooperation based on digitalisation

- to increase cooperation between welfare entrepreneurs in the productization, marketing and sale of services and marketing
- systematic and targeted sales and marketing of welfare services of tourists, seasonal residents and local residents target groups
- planning and implementation of a targeted wellbeing event for seasonal and local residents and tourists.

Project team:

Katja Kiukas, Project Manager

Active Life Lab

Raviradantie 22 B, 50100 Mikkeli

Tel. 050 3440 856

E-mail: katja.kiukas@xamk.fi

Mira Häyrinen, RDI Specialist

Active Life Lab

Raviradantie 22 B, 50100 Mikkeli

Tel. 040 547 9413

E-mail: mira.hayrinen@xamk.fi

Lauri Kolomainen, Lecturer

Xamk Department of Business Administration

Patteristonkatu 3, 50100 Mikkeli

Tel. 050 570 1675

E-mail: lauri.kolomainen@xamk.fi

Jani Miettinen, Software Designer

Digital Economy

Patteristonkatu 3, 50100 Mikkeli

Tel. 050 572 5305

E-mail: jani.miettinen@xamk.fi

6. What kind of information about me will be processed?

The register may contain the following personal data about participants in the project activities persons, partners and stakeholders involved in the project: name, company, company, position in the company, e-mail address, telephone number, location, sector of activity, billing information and information provided by the company on the description of the activity.

The Active Life HUB register is maintained in the Background Information System. Each company has the possibility at any time to request the information it has provided or to delete any information it has provided data at any time by contacting the contact person mentioned above.

7. From which sources is my data collected?

Personal data is collected from public sources such as the websites of the organization, the data subject the data subject, when registering for a project or project event, and when registering for various events, surveys or training organized by the project.

8. Will my personal data be transferred to third parties?

Xamk may use third party processors (e.g. IT services service providers, such as Microsoft and Flowhouse Oy/Howspace) who process personal data in accordance with the contracts concluded. The project will take all reasonable to ensure that any inaccurate, incorrect or incomplete data, having regard to the purposes of the processing, are not disclosed to third parties. Outdated personal data, which are inaccurate or incomplete for the purposes of the processing, are erased or rectified without delay.

Contact details may be disclosed to the providers of purchased services under the project plan, when it is necessary for project activities, and to the project financier in the context of reporting, as required by the financier (e.g., lists of participants in events). This information will be disclosed to the EURA system for project monitoring purposes. The South Savo Regional Council/EURA are committed to comply with the requirements of the Data Protection Regulation and the EURA2021 system. data protection policy of the EURA2020 system.

9. Will my data be processed outside the EU or EEA?

No data will be transferred by the controller outside the EU or EEA.

Xamk uses Microsoft cloud services (Teams and OneDrive) for storage. Microsoft processes data mainly in the EU/EEA and in regional data centers. Microsoft is committed to operating in accordance with the EU General Data Protection Regulation. The Microsoft Privacy Statement can be found at: <https://privacy.microsoft.com/fi-FI/privacystatement>.

The digital learning platform used in the project, Howspace, is managed by FlowHouse Ltd. The company does not disclose personal data of data subjects to third parties, and no personal data is disclosed within the EU/EEA. The Howspace Privacy Statement can be found at <https://flowhouse.fi/howspace-tietosuojaseloste>.

10. How long will my data be retained?

Personal data will be retained for the duration of the project and for as long as the need to use it remains.

For project activities, personal data is retained for the archiving period required by the funders.

Project materials and materials that may also contain personal data will be archived by Xamk for the duration of the project according to the Xamk practices: for EU projects, the retention period is 10 years after the end of the program period.

11. How will my personal data be protected?

Your personal data is stored in an information system. Its users have personal user IDs.

Only data controllers whose work is subject to the conditions of the contract are allowed to access and use the system.

The only persons authorized to access the data are those who are entitled to do so by virtue of their job.

Customer and stakeholder data are stored in a customer management system, where the data is protected by an AD ID and password. The data stored in the system is in the register for a restricted group of users with user rights.

In projects funded by the South Savo Regional Council, the following system is used to collect participant data:

EURA2021 (the digital management system for EU regional and structural policy funds) for the programming period 2021-2027), the use of which is provided for in Act 757/2021 (Act on the development and the financing of projects under the regional development and structural policy of the European Union). No other systems will be used to collect participant data, nor will separate paper forms be used.

The collection of this information will be carried out in accordance with the EURA2021 Data Protection Policy.

12. How can I use my rights under the GDPR?

The rights of the register are set out in more detail in the Data Protection Notice of the Research Data Infrastructure Unit (xamk.fi/data-protection-notice). The subjects/registrants can send all the requests related to this research to the contact person below:

Katja Kiukas

University of Applied Sciences of South-Eastern Finland - Xamk

Active Life Lab

Raviradantie 22 B, 50100 Mikkeli

Tel. 050 3440856

E-mail: katja.kiukas@xamk.fi

Where the processing is based on the public interest, the data subject has the following rights:

- right to be informed about the processing of personal data, unless otherwise provided by law
- right of access to the data
- right to rectification of data
- the right to restrict the processing of data
- obligation to notify rectification or restriction of processing of personal data
- right to object data processing
- right not to be a subject to automated decision-making without legitimate grounds.



Kaakkois-Suomen
ammattikorkeakoulu

13. Amendments to the Privacy Statement

This Privacy Policy may be updated from time to time, for example, in accordance with the changes in legislation.