



Privacy policy

Register name

Privacy policy for City of Iisalmi marketing campaigns, Economic development and administration services sector.

Prepared on

March 4, 2025.

Data controller

City of Iisalmi

Director of Economic development and administration services sector

P.O. Box 10, 74101 Iisalmi, Finland

Tel. +358 17 272 31.

Contact person for the register

Marketing and communication specialist, Economic development and administration services

Tel. +358 40 628 1345

Data protection officer

Tel. +358 40 643 1837

Email: tietosuojavastaava@iisalmi.fi

Validity and availability

This policy remains in effect indefinitely and will be available for 10 years.

Purpose of the register

The purpose of the register is to collect the necessary information for implementing marketing campaigns.

General data protection regulation of European Union, 2016/679 GDPR.

Purpose of processing personal data

Legal basis for processing personal data:

- Customer or membership relationship management
- Consent given by the data subject

Processing of personal data for specific purposes, research, task, etc. be named or otherwise identified.

Informing and communicating about marketing campaigns. Direct marketing with the consent of the data subject.

Register content

The register collects the following personal data: First and last name, phone number and email address. Also, possibly a photo of the individual related to specific campaigns.

Regular data sources

Consent obtained from the data subject via the web.

Disclosure of personal data

Transfer within the EU/EEA area

- If necessary, data may be shared with campaign partners for communication purposes.

Transfer outside the EU/EEA or to international organizations

No transfers.

Data retention period

The city retains personal data for as long as necessary for its purpose. Data will be stored and disposed of securely. Retention periods can be inquired from the contact person or the data protection officer.

Principles of register security, general description of technical and organizational security measures

- The register is protected against unauthorized access.

Manual data

- No manual records are created.

Electronically stored data

- Personal user credentials and passwords.

Automatic decision-making and profiling

- No automatic decision-making or profiling is conducted.

Rights of the data subject and right of access and data portability

The data subject has the right to know what data concerning him or her has been stored in this register or that there is no data concerning him or her in the register. At the same time, the controller must inform the data subject of the regular sources of data in the register and for what the data in the register is used and regularly disclosed.

The data subject must submit the request in writing to the contact person of the register of the City of Iisalmi.

The data subject has the right to receive the personal data concerning him or her, which he or she has provided to the controller, in a structured, commonly used and machine-readable format, and the right to transmit such data to another controller, if the processing is based on consent or on a contract between the controller and the data subject, and the processing is carried out by automated means. The right to transfer data from one system to another does not apply to the activities of the authorities, but only to the registers and systems of voluntary tasks in public administration.

Right to withdraw consent

If processing is based on consent, the data subject has the right to withdraw consent at any time by submitting a written request to the register contact person.

Right to rectification, erasure, and restriction of processing

The data controller must correct, delete, or supplement personal data that is incorrect, unnecessary, incomplete, or outdated, either on its initiative or upon request of the data subject.

The controller must prevent the dissemination of such information if this may jeopardise the protection of the data subject's privacy or rights.

At the request of the data subject, the controller must restrict the processing

- If the data subject disputes the accuracy of the personal data
- If the data subject objects to the processing and requests restriction instead of deletion
- If the controller no longer needs the personal data, but the data subject requires it for legal claims
- If the data subject has objected to processing while verification of legitimate grounds is pending

If the controller has restricted processing, the controller must notify the data subject before the restriction on processing is lifted.

If the controller does not accept the data subject's request for rectification of the data, he or she must provide a written certificate of the matter with justifications. The data subject may refer the matter to the data protection ombudsman.

The controller must notify the person to whom the controller has disclosed or from whom the controller has received incorrect personal data of the correction of the data. There is no obligation to notify if the notification is impossible or requires unreasonable effort.

The data subject's right to object to the processing of their personal data, i.e. the right to object

The data subject has the right to object to profiling and other processing of their personal data if the processing is based on a customer relationship. The request must be addressed to the data controller and must specify the particular situation that justifies the objection. The controller may reject the request if there is a lawful basis to do so.

The data subject may also grant or deny direct marketing permissions, including profiling for marketing purposes, on a per-channel basis.

The data subject's right to lodge a complaint

If the data subject believes that their data protection rights have been violated, they may file a complaint with the data protection ombudsman.

Contact and forms

[Forms for requesting access, rectification, erasure, and restriction of processing are available on the City of Iisalmi's website.](#)

Requests and notifications should be sent to:

City of Iisalmi, P.O. Box 10, 74101 Iisalmi, Finland

Email: kirjaamo@iisalmi.fi



Do not send sensitive or confidential information, such as personal identification numbers, via email.