

Privacy statement | Business ideas for real purposes -project

Updated: 25.1.2025

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

This document clarifies and specifies the information on the processing of personal data on a research or project-by-project basis. The privacy statement helps ensure the data controller's obligation to demonstrate compliance. Demonstrating compliance is a key principle in the data protection regulation, meaning that the data controller must be able to prove that they adhere to data protection act.

1. Registrar

South-Eastern University of Applied Sciences

PL 68 (Patteristonkatu 3 D)

50101 Mikkeli

Business ID: 2472908-2

2. Contact person for register matters

Enni Jaatinen

Project manager

Paratikkentä 7

45100 Kouvola

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firstname.surname@xamk.fi

3. What is the purpose for which my personal data is processed?

In the "Business ideas for real purpose" project, a contact information registry is compiled for purposes including:

- as part of the project's activities and to support the implementation of the university of applied sciences' research, development, and innovation (RDI) activities
- to facilitate communication and outreach with project participants
- as part of data collection to identify needs, evaluate impacts, and achieve goals
- to manage stakeholder collaboration and customer relationships, to disseminate information about the project's activities and results, and to promote future development initiatives arising from the project.

4. On what basis is my personal information processed?

The processing of personal data is based on public interest, as the project is part of the university of applied sciences' research, development, and innovation activities. Personal data may also be processed based on legitimate interest, for example, in connection with invitations to and registrations for events and activities.

5. Name, nature, duration and performers of the study or project

Development project: Business ideas for real purposes. 1.9.2024-31.8.2025.

Executor of the project: Creative industries research unit, Xamk.

6. What kind of information about me is processed?

The contact information registry may include the following details: the person's name, organization, email address, phone number, city, and information regarding participation in the project's events.

In service design, data is collected to gain insights into the needs, characteristics, and behaviors of the users of the service being developed. The collected data cannot be used to identify individuals and is utilized solely for the development of services and communication about them on a general level.

7. From what sources is my information collected?

Personal data and information utilized in service design are collected directly from individuals during the project. Contact information may also be obtained from other registries. Information about individuals participating in the project's events is collected directly from the participants themselves via online and/or physical forms (participant lists). Data related to individuals participating in the project's data collection activities is gathered directly from them on-site during the data collection activity and/or through a form.

8. Will my personal information be disclosed to third parties?

No information from the registry will be disclosed to third parties. At Xamk, external processors of personal data (e.g., companies providing IT services such as Microsoft) may be used, and they process personal data in accordance with the agreements made. Information may be published to the extent agreed upon with the data subject. Certain information may be disclosed to the project's funder as part of reporting, such as participant lists from events, in accordance with the funder's requirements.

Collected data may be used in research publications, reporting, and public materials (e.g., project blog, articles, project publications, etc.) in an anonymous form.

9. Is my data processed outside the EU or the EEA?

Data will not be transferred outside the EU or EEA by the data controller.

At Xamk, Microsoft cloud services (Teams and OneDrive) are used as storage platforms. Microsoft primarily processes data within the EU/EEA region and in regional data centers. Microsoft is committed to complying with the EU General Data Protection Regulation (GDPR). Microsoft's privacy statement can be read at: [Microsoft Privacy Statement – Microsoft privacy](#)

10. How long will my data be kept?

Personal data is stored for the duration of the project and as long as there is a continued need for its use. In project activities, personal data is retained in accordance with the archiving period required by the funders. Project materials and documents, which may also include personal data, are archived in accordance with Xamk's practices: for EU-funded projects, the retention obligation is 10 years after the end of the program period.

11. How is my personal information protected?

The data is stored in an information system. Users have individual user credentials. Only those individuals authorized by the data controller, based on their job responsibilities, have access to and use the system's data.

Customer and stakeholder information is stored in a customer management system, where data maintenance is protected with an Active Directory (AD) account and a password. The data stored in the system is accessible only to a restricted group of users with defined user rights within the registry.

12. How can I exercise my rights under the Privacy Regulation?

The data subjects/participants may make any requests related to this research by contacting the representative below:

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45100 Kouvola
044 702 8776
firstname.lastname@xamk.fi

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

- The right to be informed about the processing of personal data unless a legal exception is specifically provided
- The right to access their data
- The right to rectify their data
- The right to restrict the processing of their data
- The right to be notified about the rectification or restriction of processing of personal data
- The right to object to the processing of their data
- The right not to be subject to automated decision-making without a lawful basis.