

**This is the register and data protection report of the customer register of the Centrum Balticum Foundation, issued in accordance with the Personal Data Act (Sections 10 and 24), and the EU's General Data Protection Regulation (GDPR). It was drafted on 16 May, 2018. The most recent change was made on 8 February, 2023.**

## **1. Registrar**

Centrum Balticum –säätö  
Vanha Suurtori 7  
20500 Turku  
centrumbalticum(a)centrumbalticum.org

## **2. The person in charge of the registrar**

Communications Manager Terhi Luukkainen  
+358 40 353 4548  
firstname.lastname(at)centrumbalticum.org

## **3. Name of the register**

The register is called the Baltic Rim Economies Mailing and Event Marketing Register of the Centrum Balticum Foundation.

## **4. The purpose of the register of the Centrum Balticum Foundation / the purpose of handling personal data**

The purpose for which the information in the personal data register is used is to communicate about the Baltic Rim Economies publication and to market the events organized by the Foundation. We handle personal data in matters related to the management of communications, such as reader surveys and responding to feedback.

We collect visitor information from the centrumbalticum.org web pages for the development of the website and for targeting content that is relevant to visitors with the help of the Google Analytics system and cookies. It is possible to cancel Google Analytics monitoring by following the instructions of the service provider.

With the help of the register we also develop the Centrum Balticum website, services and social media channels. With the help of the register we are able to target various stakeholder groups with relevant content.

## **5. The information content of the register and sources of information, in accordance with the rules**

We collect and handle the following data:

- The person's work e-mail address / e-mail address
- The name of the person's employer organisation
- The surname and given name of the person

- The person's mother tongue (or the language in which the person wishes to receive content)
- The person's work address, telephone number and title
- Information on requests to send communications or marketing communications sent by the person
- Information on prohibitions on communications and marketing
- Information fed into contact forms
- Customer feedback information
- The data subjects may be processed on the basis of the e-mail address in order to receive relevant communications from Centrum Balticum

In the use and development of the services we may handle the following personal data:

- IP address information or other identifiers
- Information collected from cookies
- Data collected from the use of the centrumbalticum.org web service, offered by Google Analytics

On the basis of the consent of the person involved, we collect and handle other information on a case-by-case basis. We collect personal information primarily from the persons themselves in connection with contacts that are made and order forms. We may collect information about customers from public sources and registers, based on gaining permission from the customer or as set by law (for example, the Personal Data Act, Section 19, paragraph 3).

## 6. Data systems using the register

Our register can be used by the following data systems:

- LianaMailer provided by Liana Technologies Oy ([www.lianatech.fi](http://www.lianatech.fi))
- Event management tools provided by Eventilla Oy ([www.eventilla.com](http://www.eventilla.com))
- Google Analytics and Google AdWords [Google and the GDPR](#)
- centrumbalticum.org (P4 system)

## 7. Normal handing over of data

Data is not normally given to outside parties.

## 8. Passing on information outside the EU or European Economic Area

Personal data will be handled inside the EU/EEA area. The data will not be transferred to third countries nor to international actors.

## 9. Storage time for personal data

We do not store personal data longer than is necessary for the purpose for which it is used, or alternatively, we store it for a period that we have defined with our service providers / cooperative partners in our data security and data protection agreements. The storage times of personal data vary according to the purpose of its use and the situation. We update personal information when necessary and we remove unnecessary information.

## 10. The principles of the protection of the register

We keep personal data in electronic form on the servers of our service providers. The data is handled by Liana Technologies Oy and Eventilla Oy for Centrum Balticum. These are protected through agreements that follow general practices made between us (Centrum Balticum Foundation) and our service providers.

We do not disclose used or handled personal data to anyone other than those who need it for their work or our cooperative partners, to whom it is disclosed in confidence and to a limited degree (determined on the basis of agreements). We restrict access to personal data through user codes, passwords and access rights.

### **11. Right of inspection**

Each individual has the right to inspect personal data about herself or himself from our customer and stakeholder register, in accordance with Sections 26–28 of the Personal Data Act.

Inspection requests are sent to Centrum Balticum at the following postal address:

Centrum Balticum  
Vanha Suurtori 7  
20500 Turku

or to the following e-mail address: [centrumbalticum\(a\)centrumbalticum.org](mailto:centrumbalticum(a)centrumbalticum.org).

### **12. The right to demand the correction of data**

Those who are registered have the right to request that we correct erroneous, unnecessary, obsolete or incomplete personal information. Under Section 29 of the Personal Data Act, requests to correct a specific error are sent to Centrum Balticum at the following postal address:

Centrum Balticum  
Vanha Suurtori 7  
20500 Turku

or to the following e-mail address: [centrumbalticum\(a\)centrumbalticum.org](mailto:centrumbalticum(a)centrumbalticum.org).

### **13. Other rights pertaining to the handling of personal data**

If we process data on the basis of a person's consent, he or she may withdraw consent at any time by giving notice by e-mail to the address: [centrumbalticum\(a\)centrumbalticum.org](mailto:centrumbalticum(a)centrumbalticum.org).

### **14. Data protection report update**

Updates may be made to this data protection report, for instance, if our operating methods or systems change/develop or if data protection recommendations change. We might also have to make updates if legislation changes.