

## **PRIVACY POLICY OF IBERIALAIS-AMERIKKALAINEN SÄÄTIÖ SR'S MARKETING REGISTER**

In this privacy policy, we inform about data stored in our marketing register and conditions of processing personal data. This privacy policy only applies to personal information gathered a) for registration to an event hosted by Iberialais-amerikkalainen säätiö, or b) to obtain marketing consent.

### **THE CONTROLLER AND CONTACT INFORMATION**

Iberialais-amerikkalainen säätiö sr  
Kalliolinnantie 4 I, 00140 Helsinki  
[www.madrid.fi](http://www.madrid.fi)

### **CONTACT PERSON REGARDING PRIVACY ISSUES**

Maria Kännö, General Secretary  
[maria.kanno@madrid.fi](mailto:maria.kanno@madrid.fi)

### **WHAT DATA ARE WE COLLECTING?**

The register may contain relevant data to the purpose of the use of the register such as first and last name of the person registered for an event, as well as possible contact details and information provided on the event. Registration information provided by the registered person may include the following: email address, phone number, address and information about dietary restrictions.

We generally collect data from following sources:

- Publicly available sources
- Partners
- Companies and authorities offering personal information services

### **WHERE AND FOR WHAT PURPOSE DO WE PROCESS PERSONAL DATA?**

Personal data is used for organizing events, contacts, marketing, and other customer relationship management measures.

### **HOW IS MY DATA STORED?**

The data is technically protected. Physical access to data is blocked by access restrictions, as well as other security measures. Access to the data requires adequate access rights. Unauthorised access is also prevented by firewalls and technical protection. The filing system information can only be accessed by the controller and by specially designated persons. Only designated persons have the right to process and maintain the filing system information. Personal data is stored as long as it is necessary for purposes represented in this policy.

## **THE REGISTERED PERSON'S RIGHTS**

Rights of the registered are:

- right to check personal data in the register
- right to ask for correction, update or removal of personal data
- right to refuse or limit processing of personal data
- right to transfer personal data to another system
- right to obtain a copy of personal data

When we process your personal data based on consent, you have the right to cancel the consent you have given at any time.

## **HOW CAN I REGULATE THE USE OF MY DATA?**

When you want to use your rights as registered, please direct a written request to the contact (maria.kanno@madrid.fi). The request has to be individualized in a sufficient way in order for it to be processed.

If you feel that processing of your personal data is not up to standard, you have a right to complain to the national data protection authority (<https://tietosuoja.fi/en/home>).

## **CHANGES TO THIS PRIVACY POLICY**

Iberialais-amerikkalainen säätiö reserves the rights to change this privacy policy.