

Camera measurement at access points to the Ideapark parking area and personal data protection

Ideapark performs traffic measurement at the access points to the parking area to analyse its customer flows. The measurements are carried out in cooperation with Nodeon Finland Oy, a company that provides traffic measuring solutions, starting from 7 February 2019 until further notice.

There is no need for customers to be concerned about these measurements and the related personal data protection. Although the measurements and the subsequent analyses are based on license plate recognition technology and data from Traficom's Transport Register, the measurements do not provide Ideapark with any vehicle registration numbers, vehicle user/owner information or even street address information. The measurements allow the service provider to inform Ideapark about the vehicles' areas of origin: the number of vehicles by province, municipality and postal code area. In addition to the areas of origin, Ideapark receives the average vehicle stay time and frequency data, as well as categorisation data (e.g. numbers of cars, vans and buses, and percentages of the total flow by vehicle propulsion type, emission standards and manufacturer).

The measurements are performed using Nodeon's Traffic Measurement and Customer Analytics solution, where the analysis is based on data contained in Traficom's Transport Register and the agreement between Nodeon and Traficom on the use of data, data security and personal data protection. In accordance with the agreement, Traficom will also not provide Nodeon Finland Oy with any personal data related to registration numbers, but only other vehicle data, as mentioned above (postal code area of registration, vehicle class, propulsion type etc.). According to the agreement, Nodeon is also not allowed to disclose the recognised registration numbers to Ideapark and Nodeon must delete the recognised registration numbers itself after receiving the related query data from Traficom.

Therefore, as a result of the measurements, neither party, not Ideapark nor Nodeon, creates a personal data file in accordance with the EU General Data Protection Regulation (GDPR). The measurements provide Ideapark with new information on customer behaviour, allowing it to develop its operations to better serve its customers.

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