



# Privacy policy: Customer register

## 1. Controller

Koy Ideapark Ab (later Ideapark)  
Ideaparkinkatu 4, 37570 Lempäälä, Finland  
Tel. +358 29090 2014

## 2. Contact person in matters concerning the data file

Eija Hussi, tel. +358 44 0668 170, eija.hussi@ideapark.fi

## 3. Data Protection Officer

Tero Mäkelä, tel. +358 44 019 0478, tero.makela@ideapark.fi.

## 4. Name of data file

Ideapark's customer register

## 5. Purpose of processing personal data

- Making reservations: Bläk Boks, meeting rooms, promotions
- Information and communication
- General customer relations management
- Business development

## 6. Data content of the register

- Surname and first names
- Phone number
- Postal address
- E-mail address

## 7. Regular sources of data

Applications and reservations sent by customers and updates to information. Customer data is also obtained when the customer takes part in competitions and surveys organised in Ideapark. Contact information is also obtained when a reservation is made.

## 8. Regular disclosures of data

Data is not regularly disclosed. Where necessary, data is disclosed to the authorities in accordance with the law in force at the time, in cases prescribed by law.

## 9. Transfer of data to a third country or international organisation

Data is not transferred to a third country or to an international organisation.

## 10. Principles of protecting the register

- Manual data: manual data is stored in a room to which only the staff of Ideapark or authorised individuals have access.
- Data stored electronically: Only designated employees of Ideapark and of companies acting on its behalf or for its account have the right to access the customer register database and application. Each designated user has a username and password, which are required at login.

**11. Right of inspection**

The data subject has the right to inspect the data concerning them that are stored in the register. In addition, the data subject has the right to be informed of the data concerning them that is contained in records, following a sufficiently precise and specific inspection request.

*The inspection request must be made preferably in person and in writing using the form that can be printed from the Ideapark website (<http://lempaala.ideapark.fi/tietosuoja/>) at the Ideapark information point, Ideaparkinkatu 4, 37570 Lempäälä. Identity must be verified with a photo ID, such as a passport, a driving licence or an official identification document. Replies will be sent by registered post to your home address. The data may also be inspected on site by appointment.*

*If a personal visit is not possible, the inspection request can be sent in writing to the Ideapark administration: Koy Ideapark Ab/hallinto, Henkilötietojen tarkistuspyyntö, Ideaparkinkatu 4, 37570 Lempäälä, Finland. A copy of your ID must be attached to the application.*

**12. Right to rectification and erasure**

The controller must rectify any inaccurate information in the personal data register which the person concerned has pointed out. The controller is also obligated to use its own initiative to check the accuracy and timeliness of the data in the register. The data subject may also request the controller to erase data concerning them from the register. The Data Protection Officer is in charge of this measure.

**13. Other rights relating to the processing of personal data**

The data subject has the right to request the restriction of the processing of personal data. The data subject also has the right to receive the personal data concerning them that they have provided to the controller in a structured, commonly used and machine-readable format and the right to transmit such data to another controller. In addition, the data subject has the right to object to processing, automated decision-making and profiling.

**14. Informing those recorded in the customer register**

The controller informs users of the policies and principles of the system when a person joins the system.

**15. Data deletion and retention period**

Ideapark will delete customer data from the register if the person concerned requests Ideapark to delete their data on the basis of the law. However, data will not be deleted if the law provides otherwise, or if a competent authority has initiated proceedings requiring Ideapark to retain the data, or if another party has applied for a protection decision from a Finnish court.

**16. Approval of the privacy policy**

This privacy policy has been approved on an ongoing basis and reviewed on 16 October 2024.