

Draw-up date: 31.3.2025

Registry information

1. Registry name

Residential marketing

2. Registry keeper

City of Ylöjärvi, business ID 0158221-7

3. Registry contact person and contact data:

Marketing Director Anni Seppälä
Kuruntie 14, PL 22, 33471 Ylöjärvi
p. 040 620 9865
anni.seppala@ylojarvi.fi

4. The processing of personal data in the registry has been outsourced with a commission agreement☒ No☐ Yes**5. The purpose of processing personal data**

Personal data will be used for the purposes of residential marketing by the city of Ylöjärvi. Topical information about matters such as the availability of residential plots or plans regarding residential districts can be sent via ordinary e-mail messages or newsletters sent via e-mail.

6. The legality of processing personal data

A)

☐ Common interest/Exercise of public authority☐ Statutory obligation☒ Consent:

By signing up to the mailing list, persons will give consent to the handling of their personal data.

☐ Agreement's implementation

B)

☐ The registry is a public authority registry☒ The registry is a public sector volunteer registry

C)

The registry's data will be used for making automated individual decisions, profiling included.

☒ No☐ Yes

For what?

D)

Personal data will be handled or collected for the purposes of offering services directly to children (under 13 years old)

- ☒ No
☐ Yes

Personal data in the registry, sources of data and disclosing data

7. Personal data in the registry

A description of registered people's groups and personal data groups:

A person's name and e-mail address.

8. Administration systems for registry data (system/application name/names)

Personal data will be collected via a Webropol form.

E-mail address will be used via Microsoft's Outlook e-mail software or via a separate e-mail marketing software.

9. The registry contains manual (paper) material

- ☒ No
☐ Yes

10. Registry's sources of information

Those joining the mailing list.

11. Confidentiality principles

The registry has been protected from outside users. The software can only be accessed with a personal username and password. The technical side of data protection will be handled by system vendors.

12. Disclosing personal data in the registry

Consistent disclosure of data

- ☒ No
☐ Yes

If yes, a more detailed explanation:

13. Disclosing registry data to a third country or international organisations (Outside of the economic region of EU or Europe (ETA))

- ☒ No. The registry keeper will not disclose personal data outside of the economic region of EU or Europe unless specifically agreed upon by the registered person or via a specific legal provision.
☐ Yes.

If yes, a more detailed explanation:

14. Storage periods for personal data / Criteria for determining storage period

The data will be stored according to the city's archiving plan / data control plan. A person can opt out of the mailing list at any time.

15. A registered person's rights

Instructions regarding a registered person's rights and their realisation:

www.ylojarvi.fi/rekisteroidyn-oikeudet