



Privacy Statement

<p>This Privacy Statement describes, in accordance with the General Data Protection Regulation (EU) 2016/679, how the Bank of Finland processes the personal data of data subjects stored in this personal data file system and the rights of the data subjects.</p>
1. Name of the personal data file system
Participant, stakeholder and customer register of the Bank of Finland Museum
2. Name and contact details of controller and contact details of data protection officer
Bank of Finland Business ID: 0202248-1 PO Box 160 00101 Helsinki
Contact details of the person responsible for the personal data file system: Jaakko Koskentola Email: jaakko.koskentola(at)bof.fi Tel: +358 9 183 2607
Contact details of the data protection officer: Email: tietosuojavastaava(at)bof.fi Tel: +358 9 1831 (switchboard)
3. Purpose of the processing of personal data and the legal basis for the processing
The data of persons registered for the Bank of Finland Museum's guided tours and events are processed for the purpose of managing the guided tours and organised events. The data of persons invited to the Bank of Finland Museum's events are processed in order to send invitations and receive responses. The basis for the processing is Bank of Finland's performance of a task carried out for reasons of public interest. The data of those who belong to the Bank of Finland Museum's stakeholders and are subscribed to newsletters are processed based on the consent of the data subjects for the sending of event invitations and newsletters and other communication. In addition, the data of those who have registered for the Bank of Finland Museum's guided tours and events and who belong to Bank of Finland Museum's stakeholders are processed for the planning and development of the Bank of Finland Museum's activities for the Bank of Finland's performance of a task carried out for reasons of public interest.
4. Categories of data subjects and categories of personal data
Categories of data subjects: <ul style="list-style-type: none">– Persons who booked a guided tour– Persons who have registered for an event



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- Persons invited to events
- Newsletter subscribers
- Respondents to questionnaire surveys
- Stakeholder representatives. Stakeholders are parties involved in promoting the financial literacy strategy and with whom the Bank of Finland Museum cooperates.

Categories of personal data:

- First name and last name, organisation, telephone number and email address
- If necessary, special dietary requirements
- Possible photographs and video recordings of events
- Answers to questionnaire survey by persons who booked a guided tour
- Other information and communication with data subjects, provided in connection with data subjects' guided tour reservations, event registrations, responses to questionnaire surveys or other contacts.

5. Recipients or categories of recipients of the personal data

Personal data may be disclosed in possible requests for information insofar as the information is public on the basis of the Act on the Openness of Government Activities (621/1999).

Photographs and video recordings of events may be published on the Bank of Finland's website and in social media channels, provided that consent to publish the photographs or video recordings has been obtained from the persons clearly identifiable from the images. Photographs may also be disclosed to the media for news coverage of the event.

The Bank of Finland discloses personal data to the Financial Supervisory Authority or to another organising party if the organisation of a joint event is involved. If there is catering at the event, data may be disclosed to the organiser of the catering insofar as this is necessary.

The following data processors are used in the processing of personal data:

- IT service providers
- communication service providers

6. Information on the possible transfer of personal data to a third country or an international organisation

Data are not, as a rule, transferred outside of the EU or the EEA. If a partner of an event is exceptionally outside the EU or EEA, disclosure of data to this partner will be reported separately in connection with registration for the event.

7. Period for which the personal data will be stored or the criteria used to determine that period

The information of those who have been invited to an event, have registered for an event, have booked a guided tour and have answered a questionnaire survey will be stored for a maximum of one year after the organisation of the event or guided tour. Photographs and video recordings of the events are archived and stored permanently in the archive. The information of those registered in the stakeholder register and of subscribers to newsletters is stored indefinitely. Data are removed from the stakeholder register and/or sending of newsletters is discontinued if the data subject cancels the consent they have given or it is



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perceived that the data subject no longer belongs to the target group. The data are deleted or anonymised when their storage period has ended.

8. General description of technical and organisational security measures

In order to protect personal data against unauthorised access, disclosure, destruction or other unlawful processing, appropriate technical and organisational security measures are used, taking potential risks into consideration. These measures include the use of secure equipment premises as well as administrative and technical information security solutions.

9. Rights of the data subjects

The data subjects in the register have the right:

- to request from the controller access to personal data concerning them as well as the right to request the rectification or erasure of such data or restriction of processing or to object to processing as well as the right to transfer data from one system to another.
- to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.
- to lodge a complaint about the processing of personal data with the [Office of the Data Protection Ombudsman](#).

10. Statutory or contractual requirement to provide information and consequences of failure to provide such information

If, when booking a guided tour, the person booking does not provide contact information (booker's name, telephone number and email), the booking cannot be confirmed or implemented. If a participant does not provide the requested data insofar as the data relates to registration for an event, the Bank of Finland Museum cannot respond to the registration of the data subject.

11. Source of information

As a rule, information is collected from the data subjects themselves. The information of those invited to events and to the stakeholder register can be obtained from the organisation represented by the data subject or collected from public sources, such as the website of the organisation represented by the data subject.