

## Privacy notice: Boosting travel chains

This is a privacy notice, which is based on articles 13 and 14 of the EU's General Data Protection Regulation.

### Controller

Turku University of Applied Sciences Ltd

Joukahaisenkatu 3

20520 Turku

Telephone exchange +358 (0) 2 263 350

kirjaamo@turkuamk.fi

### Person in charge / contact person

Annika Kunnasvirta, tutor

annika.kunnasvirta@turkuamk.fi

### Contact information of the Data Protection Officer

Harri Kilpiö, DPO

Telephone: +358 50 598 5830

Please contact in all data protection related matters: tietosuoja@turkuamk.fi

The messages sent to this address are processed by the Data Protection Officer (DPO) and a data protection specialist working with them and as their substitute.

### Purpose of processing the personal data

Personal data is collected for the purpose of gaining the objectives of the Boosting travel chains project, coordinated by the City of Turku. The project is implemented during the period 1.1.-31.12.2026.

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### Legal basis for processing personal data

Legal basis for the processing of personal data is the consent of the data subjects.

Legal basis for processing personal data Compliance with a legal obligation of the controller (reporting indicator data to the authority funding the project).

### Processed categories and storage times of personal data

Personal data is collected and processed for the purpose of improving the service level of travel chains in Turku and encouraging new users to utilize them instead of their private car. To gain insights into Turku citizens' mobility habits and preferences, a group of Turku University of Applied Sciences bachelor's students will conduct at least 150 face-to-face interviews of Turku citizens.

Categories of personal data processed and storage periods:

1. Postal code (area of residence)
2. Age group
3. Sex

Storage period for all categories: until 24.4.2026.

Contact persons after the end of the project:

Stella Aaltonen, [stella.aaltonen@turku.fi](mailto:stella.aaltonen@turku.fi)

Personal data, the legal basis for which is compliance with a legal obligation of the Data Controller, will be stored in accordance with the requirements of the Funder for at least five years from the beginning of the year following the last instalment of the project.

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### **Regular information sources**

The data is primarily obtained from the data subjects themselves. In addition, the information is also sourced from websites and other public sources of information.

### **Receivers or receiver groups of personal data**

Information can be given to the funder, so that they are able to follow the progress of the project and the fulfilment of the funding requirements.

Information can be given to auditors, so that they are able to view documents relating to the progress of the project and monitor the appropriate use of project funds.

### **Essential information regarding transfer of data to third countries (outside the EU or EEA countries)**

The personal data will not be transferred to third countries / outside EU/ETA countries.

### **Principles of data protection**

The data is accessed only by people whose tasks require access to the data. Access to the service is limited with user IDs and user rights.

### **Data subjects' rights**

According to the General Data Protection Regulation, the data subject has the right:

- to receive information on the processing of their personal data, unless otherwise regulated by the law

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- to request for access to their personal data and rectification regarding incorrect or insufficient information
- to erase their data (not applied, if the basis for processing is compliance with a legal obligation or performance of a task carried out in the public interest)
- to restrict the processing of their data
- to object to the processing of their data, if the basis for processing is general or legitimate interest
- to request the transfer of data they have submitted themselves from one controller to another, if the basis for processing is consent or agreement
- withdraw the consent they have given
- notification obligation of the controller on the rectification/erasure/restricting of processing of personal data
- not to be subject to automated decision-making (the data subject may allow automated decision-making by their consent)

Data subjects may exercise their rights by contacting the contact person mentioned in the privacy notice or the Data Protection Officer. More information on data subjects' rights is provided by the contact person and/or Data Protection Officer.

If processing the data does not require identifying the data subject without additional information or the controller cannot recognize the data subject, the right to inspection, rectification, data erasure, restriction of processing, obligation to report and transmittal is not applied.

You have the right to file a complaint with the Data Protection Ombudsman's office, if you consider that valid data protection legislation has been breached in processing your personal data. The contact details of the DPO can be found in the beginning of the privacy notice. All requests are processed on a case-by-case basis.

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