

1. Data controller

LAB University of Applied Sciences
Business ID: 2630644-6

Lahti Campus
Mukkulankatu 19, FI-15210 Lahti
Niemenkatu 73, FI-15140 Lahti
Phone: +358 3 828 18

Lappeenranta Campus
Yliopistonkatu 36, FI-53850 Lappeenranta
Phone: +358 29 446 5000

2. Data controller's representative and contacts

Brand and Communications Director Liisa Kuvaja
Phone: +358 40 722 5789
Email: liisa.kuvaja@lut.fi

Marketing Manager Terhi Kuisma
Phone: +358 44 708 0398
Email: terhi.kuisma@lut.fi

Digital Strategist Kaisa Jaakkola
Phone: +358 50 473 4876
Email: kaisa.jaakkola@lut.fi

3. Data protection officer

Name: Legal Counsel Anne Himanka
Address: LUT University, Yliopistonkatu 34, FI-53850 Lappeenranta
Phone: +358 50 564 4623
Email: tietosuoja@lab.fi

4. Purpose of data processing

The purpose of the data processing is to maintain and develop the Lab.fi online service, improve its user experience and functionality and maintain and develop its content. The online service uses cookies to implement its functions and analyse visitor data. Also tags can

be used for remarketing. Personal data can also be collected with forms with the express consent of the data subject for communication and marketing purposes.

5. Legal basis of data processing

Personal data will be processed only if it is relevant to the use of the online service or if it is based on the data subject's consent. The processing of personal data is based on a legitimate interest of the data controller for visitor tracking, analysis and development, and if necessary, for targeted marketing. The data controller also has grounds for processing personal data if the data subject has given consent by filling in a separate form, for example, a newsletter subscription.

6. Content of data file and storage periods

The user's IP address, location information, browser device, browser application, browsing data and any other information provided by the user or collected on a separate form. The data storage period will be as long as necessary for the data controller's activities.

7. Information system used

Google tools are used in online service visitor tracking to analyse the use of the website and its parts and for its development. Data collected with these tools will not be linked to personal data or other cookie data. Service providers used in providing the Lab.fi online service are granted access to the personal system data only to the extent specified in this privacy statement.

8. Data sources

Data is collected from the use of the online service and from the data subjects themselves. In addition, tags can be used for targeted marketing, such as social media pixels.

9. Use of cookies

The Lab.fi online service uses cookies. A cookie is a small text file that the browser saves on the user's device. Cookies are used to ensure the implementation of services, service development, targeted marketing, and the compilation of statistics of services. Users may prevent the use of cookies in their browsers, but this may prevent the online service from operating correctly.

10. Data transfer and disclosure

As a rule, data will not be disclosed beyond the organisation. External service providers used in providing the Lab.fi online service and supporting data processing are committed to observing the EU's data protection legislation.

Visitor tracking data can be transferred or used by Communications and Marketing only if the data subject has given his or her consent. External suppliers are committed to observing the EU's data protection legislation

11. Data transfer and disclosure beyond the EU or EEA

As a rule, personal data will not be transferred and disclosed beyond the EU or EEA. Service providers used in providing the Lab.fi online service may, in some cases, use servers beyond the EU or EEA, and therefore, data may be transferred. The service providers are committed to observing the EU's data protection legislation. Google stores visitor tracking data on its servers, which may be located beyond the EU or EEA.

12. Safeguards for data processing

User rights are granted only to employees whose job description requires access to the personal data file. The data is protected by observing the data protection regulations of the university of applied sciences. No printouts or other documents that require physical protection exist of the data.

13. Automated decision-making

No automated decision-making takes place in the data processing.

14. Rights of the data subject

Data subjects have the right to withdraw their consent if the data processing is based on consent.

Data subjects have the right to lodge a complaint with the Data Protection Ombudsman if the subjects consider that the data processing regarding them is in breach of data processing legislation in force.

Data subjects have the following rights under the EU's General Data Protection Regulation:

- a) Right of access to data concerning the data subject (article 15)
- b) Right to rectification of data (article 16)
- c) Right to erasure of data (article 17). The right to erasure shall not apply if the processing is necessary for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes if the right to erasure prevents or significantly hinders the data processing.
- d) Right to restriction of processing (article 18)
- e) Right to data portability to another data controller (article 20).

Data subjects' rights under the EU's General Data Protection Regulation do not automatically apply to all data processing.

The liaison in matters related to the data subject's rights is the data protection officer; contact details in section 3.