

MERIT - Meaningful Employee Experience in the Hospitality and Event Industry

PRIVACY NOTICE

Articles 13 and 14 of the EU General Data Protection Regulation (2016/679)

Date of preparation: 24.9.2024

This privacy notice describes how the data controller mentioned below collects and processes personal data in the MERIT - Meaningful Employee Experience in the Hospitality and Event Industry project.

The project is implemented by LAB University of Applied Sciences (administrator), Lapland University of Applied Sciences, and Tampere University of Applied Sciences. These universities act as independent data controllers in the project.

Name of the Register: MERIT – Meaningful Employee Experience in the Hospitality and Event Industry project register

The project is co-funded by the European Social Fund Plus (ESF+), with the Central Finland Centre for Economic Development, Transport and the Environment as the funding authority.

Purpose of Data Collection

The aim of the MERIT project is to strengthen the attractiveness and retention of the hospitality and event industry through meaningful employee experiences and leadership competence, particularly from the perspective of Generation Y and Z (born 1980–2012). The project identifies development needs related to meaningful employee experiences, improves managerial leadership skills and employee understanding, strengthens work engagement for Generation Y and Z, enhances recruitment competence within businesses, and implements the developed models and tools for use by industry companies, managers, employees, and job seekers. The project activities include surveys, interviews, workshops, online training, and webinars. The data collected from participants in these activities will be used for organizing events, maintaining communication, and producing anonymized research data. Additionally, collected data may be used for publications, research, development, education, and assessing the impact of the project.

What Data Do We Collect?

We only collect and store data necessary for research, event organization, project communication, and responding to contact requests. This includes:

- Information related to meaningful employee experience and leadership competence from surveys, interviews, and workshops
- Name, organization, position, phone number, and email address for event registration and participation tracking
- Consent for identifiable images and videos taken during events

Confidentiality is maintained following best research practices. Only authorized experts within the participating universities handle the collected data. Anonymized data may be used for publications, research, development, and education after the project.

MERIT –project receives funding from the European Social Fund (ESF). Personal data of individuals participating in the ESF project must be collected. The collection of personal data is regulated by Section 56 of the Act on Regional Development and the Financing of European Union Regional and Structural Policy Projects (757/2021).

Participants enter their own information, which is then stored in the EURA system, owned by the Ministry of Economic Affairs and Employment. The EURA system's privacy notice can be accessed here: <https://eura2021.fi/tietoajarjestelmasta?hakija> The project manager may process and collect data stored in the EURA system.

The following personal data of participants will be collected and processed in the system:

- First and last name
- Email address
- Phone number
- Employment status
- Education level
- Company or other background organization

The beneficiary must ensure the protection of personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679, which repeals Directive 95/46/EC, as well as the Data Protection Act (1050/2018). The beneficiary is responsible for ensuring that individuals processing personal data within the project have sufficient expertise in data protection and cybersecurity. The beneficiary is also responsible for ensuring that personal data is processed appropriately, ensuring compliance with data protection and security requirements.

The ESF participant register's privacy notice and information about the personal data collected from participants can be found at: <https://eura2021.fi/osallistuja>

Legal Basis for Data Processing

The processing of personal data is based on the consent of the data subject (Article 6(1)(a) GDPR). For data collected for the ESF participant register, processing is based on a legal obligation (Article 6(1)(c) GDPR).

Sources of Data Collection

Personal data is collected from the data subjects themselves and publicly available sources such as websites.

Data Transfers and Storage

Personal data may be shared with the following service providers:

- Lyyti (event management)
- Teams/Zoom (online interviews and training sessions)
- Webropol (survey collection)
- OneDrive for Business and Microsoft Teams (data storage and management)

Data is securely stored on LAB University of Applied Sciences' servers. Access is restricted to project personnel only. Data is pseudonymized when necessary, and audio recordings are deleted after transcription. Data is stored for the project duration (1.9.2024–31.8.2026) and archived for at least 10 years per funding authority requirements. Data may be used post-project for research, development, and education with consent.

Personal data collected in the EURA system is not transferred to the European Commission (only aggregated numerical data is reported at the EU level). The information of individuals participating in the project is stored in the EURA system, which is owned by the Ministry of Economic Affairs and Employment. The EURA system's privacy notice can be accessed here: <https://eura2021.fi/tietoajarjestelmasta?hakija>

Your Rights

As per the GDPR, data subjects have the right to:

- Access their personal data
- Rectify incorrect data
- Request data deletion
- Restrict processing
- Transfer data to another controller

To exercise these rights, contact the Data Protection Officer listed below.

Data Controller

LAB University of Applied Sciences Ltd
Business ID: 2630644-6
Mukkulankatu 19, 15210 Lahti, Finland
Phone: +358 3 828 18
Email: helpdesk@lut.fi

Project Manager

Lotta Björn, LAB University of Applied Sciences
Phone: +358 50 566 5483
Email: lotta.bjorn@lab.fi

Responsible Project Director

Ulla Kotonen, LAB University of Applied Sciences
Phone: +358 44 708 5234
Email: ulla.kotonen@lab.fi

Data Protection Officer

Ilona Saarenpää, Legal Counsel
Lappeenranta-Lahti University of Technology LUT
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