

## **PRIVACY NOTICE**

### **ARTIST- Elevating sustainable mobility through the use of branding, design and art**

EU's General Data Protection Regulation (2016/679),

Articles 13 and 14

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#### **1. Data controller**

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#### **2. Data controller's contact**

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#### **3. Data protection officer**

Ilona Saarenpää, Legal Counsel  
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#### **4. Purpose of data processing**

The objective of the Interreg Europe project ARTIST is to share insights from creative transport experiments, showcase successful practices, and advocate for a community-centric approach to public transport and active mobility improvements. Activities include analyzing regional conditions, identifying best practices, and incorporating arts into the design of stations, vehicles, and routes. The project will culminate in improved policy instruments supporting art in public transport and active mobility, with a joint policy report outlining lessons learned and recommendations for future implementation. The project will run from May 2025 to July 2029.

The purpose of data collection and processing is to share information about the project and its results and fulfilment of obligations, e.g. reporting obligations, towards the Interreg Europe funding authority. The data primarily includes information about participants of the project events, project stakeholders, and individuals subscribed to the project newsletter. The email addresses will be used for research and sharing project materials and information related to project events.

## **5. Legal basis of data processing**

Under the General Data Protection Regulation (GDPR), we are required to provide you with information regarding the legal basis for processing your personal data. The legal basis for processing your data in the context of the ARTIST project is as follows:

By participating in our research or any of the project events, you provide explicit consent for the processing of your personal data for the stated purposes outlined in this Privacy Notice.

Our commitment is to ensure that the processing of your personal data is conducted lawfully, transparently, and in adherence to the principles outlined in the GDPR.

We may report information to the funding authority of the project, in which case processing of your personal data is necessary for compliance with a legal object (Article 6(1)(c) of the EU General Data Protection Regulation).

## **6. Content of data filing system and storage period**

We collect personal data you voluntarily provide us through our website, registration forms, and other direct interactions. This may include your name, contact information, business details, and other information relevant to our services. We also use cookies and similar technologies to collect data about your interaction with our website.

Collected data will be stored for the duration of the project (1.5.2025-31.7.2029). Some of the data needs to be stored longer in case of the funder's audit (5 years). According to Article 82 of the Common Provision Regulation (EU) 2021/1060, LAB is required to archive documents related to their project activities for at least a 5-year retention period from 31 December of the year in which the last payment by the managing authority to the project is made. After that, data will be destroyed or anonymized. The email address will be stored securely in compliance with the General Data Protection Regulation (GDPR) by LAB University of Applied Sciences until the project is officially closed in 2029.

In case of registration to the ARTIST research, events, webinars, or stakeholder meetings, we collect the following data on you: name, surname, email address and organization you represent. We also collect your signatures that we need to provide for reporting purposes to the funder. In case of interregional events, we may ask information about your planned arrival and departure, as well as the hotel you intend to stay. This is purely for organizing purposes by the event hosts.

In case of current state analysis (survey), we collect the following data on you: name of the organization you represent, size of the organization you represent and country and area you are based at. This is solely for conducting an analysis of the current state of sustainable business, the use of design, and circular economy in the regions where the project partners are located. Implementing the analysis is one of the project measures.

During the online and in-person events, we take pictures and videos to be used in social media, project website, and publications. We will ask for your consent for photography and video recording at the beginning of every event. University's file storage is used for project's data handling and storing. For the contracts and agreements, the university archive system, the Dynasty, is used.

## **7. Information systems employed**

The Webropol survey platform is used for event registration.

The Creamailer platform is used for the newsletter subscription (made by lead partner). Subscription is possible via <https://www.interregeurope.eu/artist> -webpage (a public-access).

University's file storage is used for project's data. For the agreements, university archive system, the Dynasty is used.

## **8. Data sources**

Data is mainly collected from the data subjects themselves: Person who signs up for the project events, including the invited stakeholders, and a person who signs up for the project newsletter or fill in the survey.

## **9. Use of cookies**

Browser-based data filing systems employ cookies to process personal data. A cookie is a small text file that the browser saves on the user's device. Cookies are used to implement services, facilitate login, and enable the compilation of statistics on services. Users may prevent the use of cookies in their browser programmes, but this may prevent the system from operating correctly.

Cookies are used in data processing in browser-based systems.

## **10. Data transfer and disclosure**

Data is transferred from LAB to an external data processors Microsoft and Webropol.

## **11. Data transfer and disclosure beyond the EU or EEA**

In case of personal data will be transferred outside the EU or EEA fulfilling reliable mechanisms for personal data transfers (Data Privacy Framework (DPF) program).

Otherwise, personal data will not be transferred outside of EU or EEA.

## **12. Safeguards for data processing**

The collected and printed data is stored and safeguarded from external access in a locked cabinet, and only the project staff will have access to it. Printed documents are safely discarded when not anymore necessary. In addition, the data is processed on the university's secure servers and may only be accessed by the employees of the LAB Institute of Design and Fine Arts department.

Regarding the newsletter subscription, only the lead partner has access to the newsletter subscriber list in Creamailer.

Organizers of the project events have access to Webropol for participant registration.

## **13. Automated decision-making**

No automated decision-making.

## 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).
- f) Right to object (article 21).

Data subject's 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.*