

Combined Register information Document (Articles 13 and 14 of the Data Protection Regulation)

1. The Register	Seinäjoki University of Applied Sciences Kampusranta 11 60320 Seinäjoki
2. The controller of the register	Administration Johanna Säilä-Jokinen johanna.saila-jokinen(at)seamk.fi
2a. The data controller	Quality Manager Vesa Vuolio vesa.vuolio(at)seamk.fi
2b. Contact persons in matters relating to the register	Quality Manager Vesa Vuolio vesa.vuolio(at)seamk.fi
2c. Data protection Officer	Jarmo Jaskari, Seinäjoen Ammattikorkeakoulu Oy puh. 040 8680680 tietosuojavastaava(at)seamk.fi
3. Register name	CRM – register for interest group information management
4. Purpose of processing personal data / use of the register	<p>According to the Universities of Applied Sciences Act, the mission of universities of applied sciences is to provide higher education based on the demands of working life and its development, and on scientific, artistic and cultural grounds, for professional expert tasks and to support students' professional growth. Moreover, universities of applied sciences shall carry out such applied research, development and innovation activities and artistic activities that serve their educational operations and promote working life and regional development, as well as reform the economic structure of their regions. In carrying out their mission, universities of applied sciences shall promote lifelong learning. The above tasks are statutory.</p> <p>At Seinäjoki University of Applied Sciences, service business refers to services provided for external customers. The business idea of SeAMK's service business is to produce high-quality, productized or customized expert services and supplementary education for companies, communities and private people both locally, nationally and internationally. Seinäjoki University of Applied Sciences uses a CRM (customer relationship management) system to foster its working life-related contacts and interaction. The system is a centralized and structured space for maintaining customer, partner and interest group-related information and business processes. This is an example of our partnership activities.</p>

	<p>The use of the customer relationship management system is based on a customer-oriented way of thinking and acting. The CRM system at Seinäjoki University of Applied Sciences is a tool for the entire staff to maintain information on their working life contacts. The information stored in the system allows planning and monitoring the activities pursued, selecting strategies for work with customers and partners, and strengthening relationships. It allows SeAMK to identify its customers' and partners' needs and, through that, to provide better service. The CRM system provides information on the commissions carried out for companies and organizations. The working life partners' contact information can be found in one place and utilized in marketing communication and information distribution. The system also collects immediate feedback, which is compiled for the evaluation and development of the operations.</p> <p>The purpose of the CRM – interest group information management system at the Seinäjoki University of Applied Sciences is to keep the data relating to information on organizations, enterprises and information relating to all the other interest groups of the Seinäjoki University of Applied Sciences. Seinäjoki University of Applied Sciences uses this information to the following purposes:</p> <ul style="list-style-type: none"> - Communication - Marketing - Practical training placements, thesis placements and contact persons - Project contacts and project cooperation - RDI (research, development and innovation) - International activities - Reporting on the own organizational activities
<p>5. The basis for keeping the register</p>	<p>Other relevant basis for registering information: customer and partnership relation between the registrar and the registered.</p>
<p>5a. Data content of the register</p>	<p>Data on the enterprises, organizations or on the other interest groups:</p> <ul style="list-style-type: none"> - Basic information - Contact information - Categories <p>Contact persons:</p> <ul style="list-style-type: none"> - Basic information - Contact information <p>Students:</p> <ul style="list-style-type: none"> - Basic information - Contact information - Group, study unit, field of study, study programme <p>Seinäjoki University of Applied Sciences staff:</p> <ul style="list-style-type: none"> - Basic information - Contact information - Work unit, team <p>Information on actions:</p> <ul style="list-style-type: none"> - Practical traineeships - Projects and services - (to be extended)

	<p>Contact activities</p> <p>Different projects involve actions that require getting in touch with contact persons of companies and organizations. Contact activities may include emails, appointments, and telephone calls during which notes are taken and information is written down. The contact activities related to the partner in question are then displayed in the CRM system, and they are visible to all the CRM users at SeAMK.</p>
<p>5b. Information systems that the register uses</p>	<p>HaTu (Information system to support the practical training) Reportronic (Information system to support project management)</p>
<p>6. Regular sources of information</p>	<p>The users of the register will update the data relating to the customer relations (meetings or other contacts) manually on the daily basis. The data can also be purchased from the service provider.</p> <p>All the data relating to practical training actions and activities is transferred from the HaTu –information system. All the data on projects is transferred from the Repotronic information system.</p> <p>The data on the enterprises, organizations and organizational persons is kept on the CRM information system. The student information is transferred from the student register to the HaTu information system and then from there to the CRM information system.</p> <p>The Seinäjoki University of Applied Sciences staff information is transferred from the HRM -system (Pegasos – information system) and the rest of the information is kept directly on the Repotronic information system. The information is transferred from the Repotronic to the CRM information system.</p>
<p>7. Regular disclosure of information</p>	
<p>8. Transfer of data outside the EU or the European Economic Area</p> <p>9. Principles of registry protection</p>	<p>A. Manual material</p> <p>The information is not transferred outside the EU or European Economic Area.</p> <p>B. Information processed and handled electronically</p> <p>The registered data is protected by AD identification and by password. The data registered on the information system is in use of the group that is restricted by the access rights. The CRM information system is used only on the intranet or by the remote access.</p> <p>The database on the server is protected by user identification and password.</p>

<p>10 Registered Rights</p>	<p>The rights of the registrant are governed by Articles 15-22 of the EU Data Protection Regulation:</p> <ul style="list-style-type: none"> - the right of access to information - Correcting and Removing Data - Limitation of processing of data - the right to transfer the information - the right to object <p>The registered person can check his / her data once a year free of charge. A fee can be applied if the person exercises his right of inspection for the second time during the year.</p> <p>The person in charge of the data protection rights of Seinäjoki University of Applied Sciences is in charge of data protection. See section 2c.</p>
<p>11. Data amendment</p>	<p>Without prejudice to any unauthorized delay, the controller shall, without undue delay, either rectify, delete or supplement the personal data contained in the register for the purpose of processing, incorrect, unnecessary, incomplete or outdated (Personal Data Act 523/1999, § 29).</p> <p>The person responsible for registry matters is immediately aware of a mistake to be corrected, or notifies the person who has sufficient rights to correct the error. The registrar has the right to request correction of the information and the information should be corrected without undue delay. If there is a refusal, a written denial certificate will be issued. The data subject has the right to file the matter with the Data Protection Ombudsman to the address: Data Protection Officer, PO Box 315, FI-00181 Helsinki. The Data Protection Ombudsman may provide the controller with an order to correct the information.</p> <p>A correction request is made in writing or, verbally with registry issues and where applicable, the identity of the data subject.</p> <p>In other cases, the Request for Correction is addressed: Seinäjoki University of Applied Sciences Data Protection Officer Jarmo Jaskari PL 412 (Kampusranta 11) 60101 Seinäjoki</p>
<p>12. Other rights related to the processing of personal data</p>	<p>The right to inspect your identity Unless the person requesting the information is known, or his identity can not be secured by other means, he must prove his identity before the disclosure of the information. The identity can be attested by providing a photo ID, a passport or, identity card issued by the police and a Kela card.</p> <p>Disclosure of Address Data The data subject has the right to refuse to disclose information about himself concerning the Population Information System and related documents</p>

- direct mail, distance selling and other direct marketing and market and opinion polling (section 30 of the Personal Data Act)
- as an address service (Population Information Act, Section 25, subsection 5)
- for a personal maternity (Personal Data Act, Section 30)
- for genealogy research (section 30 of the Personal Data Act).

Also, Banning the transfer of personal data is requested from the Population Register Center or the Local Registry Office. After the entry into force of the ban, the Population Register Center will no longer provide this information to the polytechnic as an address service. A registered person who does not want to indicate his or her address will be responsible for the disadvantages and damages that arise when he or she can not be reached.

Safety Prohibition

If a person has a legitimate reason to suspect that his or her family's security is threatened, the local magistrate may, at his request, impose that his or her home address or address information may not be provided to the public authorities other than the authorities by the Population Information System.

The local register office requires a prohibition from the applicant for a written, justified request or at least visits to the Office. For a first time offense, a security banning order may be valid for a maximum of five years. It can be furthermore extended for two years at a time. When a person has a security prohibition, his address will not be disclosed in many cases to the authorities. Those authorities who receive a person's contact information in their systems will also be informed of the security breach.

A person who has been issued with a restraining order of a security breach should, inform the person responsible for the registry.

Restraining order

An issuing of a restraining order, means that someone else may refuse to contact him to protect one's life, health, freedom or peace. Anybody who is justifiably aware of another person being threatened or disturbed may apply for a prohibition to approach. The restraining order is sought either from the police or directly from the district court. A person who has been issued a restraining order must if necessary, inform the person responsible for the register.