

Privacy Statement and information to the data subject
(Articles 13 and 14 of the General Data Protection Regulation (2016/679)).

1. Name of Privacy Statement	Social Media Channels
2. Controller	<p>Name The social media channels and Savonia University of Applied Sciences are joint registrars, as applicable, for the homepages on the channels, the tracking pixel and the messaging services.</p> <p>The information required for joint registrar and Article 13(1)a and (b) of the GDPR can be found on the respective social media platforms.</p> <p>Address PL 6, 70201 Kuopio</p> <p>Other contact details (e.g. phone number, email) savonia@savonia.fi</p>
3. Contact person in matters related to Register	<p>name Ms Anne Heikkinen, Head of Communications anne.heikkinen@savonia.fi</p> <p>phone number + 358 44 785 5008</p>
4. Data Protection Officer	Ms Mervi Hätinens, administrative coordinator, tietosuojavastaava@savonia.fi
5. Data subjects	Followers of social media channels on Facebook, Instagram, Twitter, LinkedIn, YouTube, Vimeo and SoundCloud.
6. Legal basis for data processing	Consent of the registered data subject. Savonia processes personal data on social media channels on the basis of Savonia's legitimate interest.
7. The purpose of personal data processing	<p>Savonia processes personal data received through social networking sites and messaging services only for Savonia's own purposes, such as student marketing, information, feedback, purchasing advertising, measuring the reach of pages or advertisements, or customer service on social media.</p> <p>Please use the Savonia feedback form: https://www.savonia.fi/tutustu-savoniaan/yhteystiedot/palaute/ for personal communications or communications containing personal information (such as name, address, phone number) to ensure confidentiality and security.</p>
8. Personal data content and retention periods of the register	<p>Savonia will have access to the name, public profile picture and other publicly visible information of the data subject posted on an individual social media channel. The data subject may also voluntarily provide other personal data in comments on social pages or in the messaging service.</p> <p>You can restrict the processing of your personal data by removing yourself from the community page and/or by unsubscribing from the followers. You can also ask the location or brand in the messaging service to delete the conversation in the messaging service.</p>
9. Regular sources of data	Savonia processes personal data received through social media channels, social networking sites and messaging services.

10. Regular disclosure of data	Savonia does not process data from social media channels outside the channels, nor is the data combined with other registers without the customer's consent and information. Savonia uses social media management tools to manage the activity on the channels. The data in the register will not be used for automated decision-making or profiling that would have legal effects on you as a data subject.
11. Transfer of data outside the EU or EEA	Savonia UAS does not transfer data outside the EU or EEA. For more information on possible data transfers and privacy policies, please visit the individual web pages of each channel.
12. Principles for protection of the register	<p>A Manual documentation</p> <p>None.</p> <p>B Electronically processed data</p> <p>The data is stored in the social media channels' own systems (Facebook, Instagram, Twitter, LinkedIn, YouTube, Vimeo and SoundCloud). For more information on the privacy policy, please visit the individual websites of each channel. Users have personal usernames for the different social media platforms.</p>
13. Rights of the data subject	<p>The EU General Data Protection Regulation (2016/679) gives data subjects the following rights:</p> <p>Right of access to data The data subject has the right to obtain confirmation from the controller/registrar as to whether personal data concerning him or her are being processed. The data subject has the right of access to the data. The right of access may be subject to a fee. Access may be refused if the requests are manifestly unfounded or excessive, in particular if they are repeated. (Articles 12 and 15)</p> <p>Right to rectification The data subject has the right to obtain the rectification of inaccurate information contained in the register. (Article 16)</p> <p>Right to erasure/delete The data subject has the right, subject to certain restrictions laid down in the GDPR, to request the erasure/delete of his or her personal data. (Article 17)</p> <p>Right to restriction of processing The data subject has the right, under certain conditions laid down in the GDPR, to obtain restriction of processing. (Article 18)</p> <p>Right to data transferability The data subject has the right to receive in machine-readable form personal data relating to him or her which he or she has provided to the controller, provided that the processing is based on consent and is carried out by automated means. (Article 20)</p>
14. Automated decision-making	There is no automated decision-making in the register.