

# Privacy policy statement concerning the Infratech customer register

Updated 1 July 2024

## 1. Data Controller

Infratech  
Aleksanterinkatu 44 A, FI-00100 HELSINKI, Finland  
Tel. +358 (0)9 8689 010  
[yt@yhdyskuntatekniikka.fi](mailto:yt@yhdyskuntatekniikka.fi)  
Business ID: 0984259-7

## 2. Contact person handling register matters

Exhibition Manager Anna-Maija Hallikas  
Aleksanterinkatu 44 A, FI-00100 HELSINKI, Finland  
Tel. +358 (0)44 553 5263  
[anna-maija.hallikas@yhdyskuntatekniikka.fi](mailto:anna-maija.hallikas@yhdyskuntatekniikka.fi)

## 3. Name of register

Customer register of the Infratech exhibition

## 4. Intended use of personal data

The personal data will be collected on the basis of the customer relationship and with the customer's consent.

### Personal data processing and intended use of the register

Personal data will be collected, processed and used for the management of the customer relationships, exhibitor and public marketing and communications for the Infratech exhibition. The data will also be used for visitor calculations, customer surveys and event development. The data is compiled in the system of the co-operative partner and customers provide their own information to the system. The data about exhibitors will be presented in the YT25 application.

## 5. Data content of the register

Event visitors: first and last name, phone number, email address, organisation, the place of the business and consent to use the data in the event marketing. Infratech requires that visitors register for the event in advance or at the door.

Exhibitors (organisation): exhibitor; business ID; invoicing address; name, telephone number and email address of contact person; product groups, exhibitor's logo and link to the organisation's website, as well as the company presentation that the exhibitor has submitted to the system.

Programme presenters: first and last name; title; company/organisation the individual is representing; a link to the organisation's website; mobile phone number and email address.

## 6. Regular sources of data

The data in the register is acquired at the start of the customer relationship or in connection with the registration of the visitors and exhibitors. Customers submit and store their own data. In exceptional cases, the customer can also send the data by email or state them by phone, after which the data is stored in the register by the controller.

Registration as a visitor or exhibitor is done using the form or link available on the Infratech website. The information is stored directly in the Eventos technical system provided by Prospectum Oy, from where it can be accessed and utilised by Infratech and Tampere Trade Fairs. The relevant personnel at Infratech have a real-time access to this information.

## **7. Personal data recipients and recipient groups**

Event visitors: The access link for the event application will be sent to all exhibition participants. This provides access to the data content of the register to the extent that the information has been published in the event application.

Exhibitors using the Eventos Contact service: With the help of the Eventos Contact service, exhibitors can collect information about event participants who visit their own exhibition stand. In this case, the exhibitor serves as the Data Controller. The exhibitor will have access to the visitor information collected in the register as specified in section 5. A visitor can disclose their information to the exhibitor by granting them permission to read the QR code on their name tag with the help of the Eventos Contact service.

## **8. Regular disclosures of data and transfers of data to parties outside of the European Union or European economic area**

The data will be disclosed to the co-operation parties participating in the organisation of the Infratech 2025 exhibition for the purpose of carrying out their relevant exhibition-related tasks. The co-operative parties will only be granted access to the specific data that they need. The co-operative parties cannot use the data for their own marketing purposes. Exhibitors are offered the opportunity to collect participant data at the exhibition stand, with the consent given separately by the visitor. In this case, the exhibitor serves as the Data Controller. Personal data is disclosed to the authorities to the extent permitted by law and within the boundaries of obligation. No data is disclosed to other third parties. No data is transferred to parties outside of the European Union region.

## **9. Principles of register protection and duration of data processing**

Register information is stored in a confidential manner. The electronic management of the materials shall be handled using the service provided by our supplier, whose privacy policy and register descriptions are available at <https://eventos.fi>.

The data shall be accessed and utilised by Infratech and Tampere Trade Fairs. Any recordings will be stored on the server of the Finnish Water Utilities Association and Tampere Trade Fairs. The use of the data is protected by usernames and passwords. The recordings will only be used by separately named personnel for whom the use of the data is necessary for their work. The system is protected by technical solutions.

The material will be stored until the end of the marketing period for the next exhibition. After this time, the material will be destroyed.

## **10. Right of access of registered individuals**

Registered individuals have the right to access any information concerning themselves that is stored in the register. A request for access must be submitted in writing to the contact person handling register matters (see section 2).

## **11. Right to demand the rectification or removal of data**

The controller rectifies, removes or supplements any personal information in the register that is, for the purposes of processing, incorrect, unnecessary, incomplete or outdated, on their own initiative or upon the request of the registered person. The registered person shall contact, in writing, the person handling register matters in order to get their data rectified (see section 2).

In accordance with Chapter 2, Section 10 of the Accounting Act (Kirjanpitolaki 1336/1997), the controller is obligated to retain all accounting materials for a set period of time. For this reason, any accounting material cannot be removed prior to the expiration of this time period.

**Right to file a complaint**

The registered person has the right to file a complaint to the Data Protection Ombudsman if they feel that their personal data has been processed in a manner that does not comply with the relevant legislation.

Contact information for the Data Protection Ombudsman: <https://tietosuoja.fi/en/contact-information>

**12. Automated decision making and profiling**

The data will not be used for automated decision making or profiling.