

Privacy policy statement concerning the YT27-exhibition customer register

Updated 14 December 2025

1. Data Controller

Yhdyskuntatekniikka
Toinen linja 14, FI-00530 HELSINKI, Finland
Tel. +358 50 307 5077
toimisto@yhdyskuntatekniikka.fi
Business ID: 0984259-7

2. Contact person handling register matters

Exhibition Manager Anna-Maija Hallikas
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anna-maija.hallikas@yhdyskuntatekniikka.fi

3. Name of register

Customer register of the YT27-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 YT-exhibition. The data will also be used for visitor calculations, customer surveys and event development. The data will be compiled in the systems of the co-operative partners and customers will provide their own information to these systems. The relevant personnel at Yhdyskuntatekniikka and Jyväskylän Messut have limited access to these systems. Yhdyskuntatekniikka's office personnel have real-time access to this information.

The company presentations submitted by exhibiting organisations will be presented in the YT27 application and the event website.

5. Data content of the register

Event visitors: first and last name, phone number, email address, organisation, the place of business and consent to use the data in the event marketing; invoicing addresses for those who purchase services. Yhdyskuntatekniikka 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 Yhdyskuntatekniikka website. Information concerning the exhibitors' personnel and any visitors who purchase services is stored directly in the Eventos system maintained by Prospectum Oy, from where it is transferred to the ContactMate Events system. Exhibitors can also register directly in the ContactMate Events system. Visitors' information is stored directly in the ContactMate Events system.

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 who collect contact information from participants: With the help of the ContactMate Events service, exhibitors can collect information about event participants (visitors and exhibitors) who visit their exhibition stand. In this case, the exhibitor serves as the Data Controller. The exhibitor will have access to the information submitted by the visitor or exhibitor to the register as specified in section 5. A visitor or exhibitor 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 ContactMate Events 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 and development of the YT25-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 outside of the event. 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 services provided by suppliers. The privacy policy and register descriptions of the Eventos system can be found at <https://eventos.fi>.

Data protection refers to the Finnish Personal Data Act (523/1999) or other applicable data protection legislation that is currently valid (including, for example, the EU Data Protection Directive (95/46/EC) and the General Data Protection Regulation (GDPR) (2016/679/EU) and binding provisions of the data protection authorities.

When providing service, ContactMate Events acts as a processor of personal data and Yhdyskuntatekniikka/the Finnish Water Utilities Association as a Data Controller, the terms of which are defined in more detail in the national data protection legislation. Both parties undertake to process personal data in accordance with the Directive.

The data shall be accessed and utilised by Yhdyskuntatekniikka and Tampere Trade Fairs. Any recordings will be stored on the servers 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 (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.