

**Privacy Notice for Markthalle Mural Competition organized by Aalto Design Factory**  
in partnership with Volkswagen Aktiengesellschaft

This privacy notice explains how Aalto University processes your personal data, if you submit a proposal for the mural competition, your information will be used for the participation to the competition.

**1. Why and on what basis does Aalto University process your personal data?**

The purpose of processing your personal data is to coordinate the competitions entries in the following ways:

- administration of the institutional & academic eligibility of participants
- organize the participants in three groups according to institutions
- compensate the three finalists for their excellence in the competition
- identify and credit the artists for their artwork

These actions are in compliance with the legitimate interests of the controller (Aalto University) and the partner (Volkswagen Aktiengesellschaft).

The legal basis for processing your personal data is the Terms & Conditions of the Markthalle Mural Competition (found on the website [www.markthalle.digital](http://www.markthalle.digital)). Submitting to the competition means that the participant has agreed to the Terms & Conditions as well as the procedures outlined in this Privacy notice.

**2. What personal data does Aalto University process?**

The personal data being processed by Aalto can be categorized in the following manner:

*Name, contact information (email) and demographic information including age and academic status.*

The data has been collected from the following sources:

*Self-declared, privately administrated, information through the application sent to the competition coordinator. Secondary, publicly administrated, source is the academic institution of the applicant.*

*The specific source of information for the secondary source is the student records of Hochschule für Bildende Künste Braunschweig (HBK), Hochschule für Angewandte Wissenschaft und Kunst (HAWK) & Aalto University in Finland.*

**5. Sharing of personal data**

Aalto shares personal data only to the extent necessary for the purposes personal data is processed:

**I) Partners of Aalto University**

Aalto shares the personal data with its partner in this project: Volkswagen Aktiengesellschaft.

Volkswagen Aktiengesellschaft may process and store the personal data of the competition finalists necessary for the purpose of copyright management.

**II) Statutory reasons**

Aalto may disclose your personal data to third parties if access to personal data or other processing of personal data is required to i) fulfill statutory responsibilities or a court order; ii) detecting, preventing or handling misuses, security risks or technical issues.

**4. Transferring your data to third countries**

The university's policy is to take special care when transferring your data to countries outside of the European Union and the European Economic Area, particularly where those countries do not provide data protection regulation according to the standards set by the GDPR. These transfers of personal data are conducted according to the GDPR utilizing for instance standard contractual clauses or other appropriate safeguards.

**5. How does Aalto University protect personal data?**

Information security is important to Aalto. Aalto University utilizes appropriate technical, organizational and administrative safety precautions to protect personal data against disappearance, misuse, unlawful use, transferral, change or destruction.

**6. How long is your personal data retained?**

Your personal data is retained as long as is necessary for the purpose it is being processed to fulfill, or as long as the law and other legislation requires. The retention period of data is six (6) years after the end of the mural competition in the end of August 2019. Volkswagen Aktiengesellschaft may process and store the personal data of the competition finalists for a longer period for the purpose of copyright management.

**7. Updates to this privacy policy**

As Aalto University may update its policies regarding the competition, this privacy policy is subject to change. The up-to-date version can be found on the competition website [www.markthalle.digital](http://www.markthalle.digital).

## **8. Your rights**

You have rights related to the processing of your personal data by Aalto. The extent of your rights is tied to the legal basis for processing your data and applicable legislation.

### **a) The right to access data**

You have the right to access personal data related to you that is being processed by Aalto.

### **b) The right to rectification**

You have the right to rectify erroneous or incomplete data.

### **c) The right to be forgotten**

You have the right to request the removal of your personal data in the following situations:

- You revoke your consent to process your personal data and there is no other legal basis for processing
- You resist the use of your personal data in direct marketing

Aalto University will, in many cases, be required to retain your personal data to comply with legal and other obligations.

### **d) The right to restrict processing**

If you dispute the correctness of the data we have collected or the legality of our processing, or if you have restricted the processing of the data in accordance with your rights, you may ask us to restrict the processing of your personal data to storage only. In these cases, the processing of your personal data will be restricted to storage until the correctness of the data can be verified or we have ascertained whether our legitimate interests supersede your right to to restrict our processing activity. If you do not have the right to request the removal of your personal data from our registers, you may instead request the restriction of data processing to storage only.

### **e) The right to object to data processing when processing is based on legitimate interests**

You always have the right to object to the use of your data in direct marketing.

### **f) The right to data portability**

You have the right to receive your personal data in a machine-readable format. This right concerns personal data that has been processed only in an automated manner based on consent or contractual bases.

If you wish to use the rights listed above, your request to do so will be judged on an individual basis. Please note that we may retain and process your personal data if it is required to fulfill our legal obligations, to solve disputes or to fulfill contractual obligations.

### **9. How do you use your rights?**

The controller is Aalto University. In the above description we aim to give a clear view on our data processing activities. If you have questions regarding the processing of your personal data, we have not succeeded in our aim. In these cases, please contact the contact person as specified below or our data protection officer.

The contact person regarding this service unit is Erwin Laiho, [erwin.laiho@aalto.fi](mailto:erwin.laiho@aalto.fi).

The data subject must contact the data protection officer of Aalto University if they have questions or demands relating to the processing of personal data:

DPO: Jari Söderström  
Phone: +358 (9) 47001 (exchange)  
Email: [dpo@aalto.fi](mailto:dpo@aalto.fi)

If you believe your data has been processed in breach of applicable data protection legislation, you have the right to lodge a complaint with the supervisory authority, the Data Protection Ombudsman (read more: [www.tietosuoja.fi](http://www.tietosuoja.fi)).