

**PRIVACY NOTICE**

**3.10.2024**

<p>1. Controller</p>	<p><b>Natural Resources Institute Finland</b></p> <p>Postal address: Natural Resources Institute Finland (Luke) P.O. Box 2, 00791 Helsinki, Finland Tel. +358 29 532 6000</p>
<p>2a. Controller's responsible person</p>	<p>Pia Smeds <a href="mailto:pia.smeds@luke.fi">pia.smeds@luke.fi</a></p>
<p>2b. Contact person in the matter and contact details of the data protection officer</p>	<p>Contact person: kirjaamo@luke.fi</p> <p>Data protection officer: tietosuoja@luke.fi</p>
<p>Name of register</p>	<p>Regenerative Nature Tourism (Reggae)</p>
<p>3. Purposes and the legal grounds for processing</p>	<p>Personal data is used in Luke's scientific research- and development activities. Based on section 1 of the Government Decree on the Natural Resources Institute of Finland (Luonnonvarakeskuksesta annettu valtioneuvoston asetus (715/2014)) Luke carries out scientific research- and development activities, transferring of technology and information, and statistic production in the field of food- and agriculture economy, rural development, forestry, the fishing- and game husbandry, reindeer husbandry, other industries based on renewable natural resources, the recreational use of nature and the management of water resources and marine environments.</p> <p>Personal data is used in Luke's research project Regenerative Nature Tourism (Reggae), where tourism companies are networked, trained and mentored, and the impacts of the services developed in the project on the sustainability attitudes of entrepreneurs and their customers and stakeholders are explored. Information can also be used for sending electronic notices and for the notification of events and services.</p> <p>Regarding the collection of personal data for events organised in the project, <a href="#">Luke's General Data Protection Notice</a> is used.</p> <p>The processing of personal data is based on conducting scientific research carried out in the public interest in accordance with Article 6(1)(e) of the EU General Data Protection Regulation (2016/679) and Section 4(1)(3) of the Data Protection Act (1050/2018).</p>
<p>5a. Type of personal data in the register</p>	<p>The following personal data is being collected about you in the research:</p> <ul style="list-style-type: none"> <li>- First- and surname</li> <li>- Date of birth</li> </ul>

	<ul style="list-style-type: none"> <li>- Social security number</li> <li>- E-mail</li> <li>- Name of work organization</li> <li>- Native language or other language that has been chosen for receiving content</li> <li>- Work address, telephone number and title</li> <li>- Home address</li> <li>- Interview notes, audio recording or video on innovative tourism services</li> <li>- Photographs</li> <li>- Videos</li> <li>- IP-address or other identifier</li> <li>- Survey answers</li> </ul>
5b. Regular sources of data	The data provider is the entrepreneur, traveller/customer or a stakeholder himself.
6. Regular disclosure of data	<p>Data can be disclosed only within the scope obligated and permitted by the legislation. As public government information, public personal data can, based on the Act on the Openness of Government Activities (621/1999), be disclosed for e.g. historic and academic research and the compilation of statistics. Personal data is not disclosed unless there is a lawful ground of processing.</p> <p>Data may be disclosed to project partners for the purpose of carrying out research analysis. A joint registry agreement (contract number) has been drawn up for this.</p>
7. Transfer of data outside the EU/EEA	<p>Data is transferred outside the EU/EEA area.</p> <p>Personal data is processed in Microsoft's 365 services. As a rule, M365 services are implemented within the EU, but data may also be processed outside the EU in exceptional cases, for example to provide support services. The basis for the transfer is the European Commission's adequacy decision of 10.7.2023 on the adequacy of data protection in the United States and the standard contractual clauses approved by the Commission.</p>
8. Storage period	<p>Data collected for a register is only stored as long as and to the extent as is necessary in relation to the original purposes, described in Section 4, for which the data was collected. Registered personal data must be erased when there no longer are legitimate grounds for processing.</p> <p>Direct identification is removed from the material as a safeguard during the creation of the material.</p> <p>The data is anonymized, i.e. all personal data will be irreversibly erased when the research has ended.</p>
9. Protection principles of register	The data is processed in project implementers' systems, which only employees of project organisations have access to.

	<p>The data in the register is protected from unauthorized viewing, modification and destruction. Protection is based on access control, personal usernames, and permissions restriction. The rights to view and modify data are limited in accordance with the duties of the staff. Data integrity is ensured through backup and physical security procedures.</p>
10. The data subject's rights	<p>Data subjects have rights towards their personal data that are based on the legitimate grounds of data processing. More information about the rights of data subjects and their fulfilment is available <a href="#">here</a>.</p> <p>The rights of data subjects are based on articles 15–22 of the EU GDPR (2016/679).</p>
11. Using data for automated decision-making, including profiling (articles 13.2(f) and 14.2(g) of the GDPR)	<p>No personal data is used for automated decision-making, including profiling.</p>
12. Changes to this privacy notice	<p>We may change this privacy policy, for example, if there are changes in our operating methods or systems or in general data protection recommendations. We may also need to make changes as a result of legal amendments. Any changes enter into force after we have published our revised privacy policy.</p>