

Privacy statement: Contact information register for Metsähallitus' customer, partner and stakeholder survey

Every year, Metsähallitus conducts a customer, partner and stakeholder experience survey. The survey measures Metsähallitus' customer, partner and stakeholder experience (later referred to as customer experience) as well as reputation and trust among different stakeholders; respondents are asked about their views of how Metsähallitus keeps its customer promises and of other claims measuring our reputation and stakeholder support.

Data collection

The data concerning customers are retrieved from Metsähallitus' customer registers.

The data entered in the register are

- Respondent's name and e-mail address
- The product the respondent bought or the service they used
- Producer of the data (one of Metsähallitus' business units)
- Telephone numbers in the case of small customer groups

The data in the contact information register for partners and stakeholders were retrieved from Metsähallitus' registers.

The data entered in the register are:

- Respondent's name, e-mail address and organisation
- Geographical location of the organisation (options: Lapland, Ostrobothnia-Kainuu, Lake Region, Coast, National)
- Sector of the organisation (options: RDI, training and project partners; Organisations and associations; Service providers; Government and other inter-authority cooperation; Coordination)
- Producer of the data (one of Metsähallitus' business units)

Data processing and disclosure

Metsähallitus stores the data on a network disk, where they are protected by access rights. Access rights are only granted to those Metsähallitus employees whose duties include processing the collected data.

An encrypted connection is used to transfer the data to the company conducting the customer, partner and stakeholder survey (T-Media Oy). The company sends the survey to the recipients in Metsähallitus' contact information register. The invitation to the survey contains a link used for responding. At the beginning of the survey, the necessary information on personal data processing is displayed to the recipient in accordance with the privacy statements of T-Media and Metsähallitus. The recipient is asked to give their consent to the processing of their personal data as stated in the information provided. Respondents participate in the survey on a voluntary basis, and all responses

are anonymised. All responses are both processed and reported anonymously, ensuring that they cannot be linked to individual respondents.

In the customer, partner and stakeholder survey, Metsähallitus is the controller of the contact information lists containing personal data it hands over to T-Media Oy, and this company is the processor of personal data. Consequently, Metsähallitus is responsible for the controller's duties in this survey. As the processor of personal data, T-Media Oy is responsible for the relevant obligations, including deleting the contact information containing personal data on the schedule specified with Metsähallitus.

If necessary in order to supplement the data, T-Media Oy complements the customer, partner and stakeholder surveys with telephone interviews. Complementary telephone interviews are usually necessary to achieve a sufficiently large set of respondents, especially among difficult-to-reach or customer or stakeholder segments small in numbers partners. The contents of the interviews are the same as in the questionnaire previously sent to these stakeholders by e-mail.

Data protection

The data in the contact information register are protected in compliance with the best information security practice, current legislation and regulations, and supplementary instructions issued by Metsähallitus.

Data storage

The contact information register is stored on Metsähallitus' premises, which have appropriate protection. The data can be used as part of Metsähallitus' future partner and stakeholder surveys. T-Media Oy destroys the extract from Metsähallitus' contact information register once the survey has been completed.

Rights of the data subject

The data subject has the right to access the data held by the controller concerning him or her, the right to request the rectification of inaccurate and incorrect data, and the right to request the restriction of the processing of this data as long as its accuracy is being verified. The data subject also has the right to lodge a complaint with a supervisory authority regarding the actions carried out in the processing of the personal data, as well as the right to exercise their rights as specified in the GDPR and supplementary national legislation.

Contact details of the controller

Questions concerning this privacy statement and the data subject's rights are primarily answered by the persons responsible for this contact information register:

- Sanna Konola (sanna.konola@metsa.fi), tel. 0406248501
- Kristiina Vuopala (kristiina.vuopala@metsa.fi), tel. 0206397695

Janne Kiiskinen, Head of Quality and Risk Management responsible for information security (janne.kiiskinen@metsa.fi, 0206394656). In data protection matters, please contact the controller directly in writing: Metsähallitus/Registry, PO Box 94, 01301 Vantaa or by email tietosuoja@metsa.fi.