

Privacy statement

Date prepared: June 9, 2026

1. Controllers

Innovation Funding Agency Business Finland (Business ID 0512696-4) (hereinafter the “Funding Agency”) and Business Finland Oy (Business ID 2725690-3) (hereinafter the “Company”), both together “Business Finland”

Porkkalankatu 1 00101 Helsinki P.O. Box 69, 00101 Helsinki (Funding Agency)
P.O. Box 358, 00181 Helsinki (Company)
Tel. +358 29 505 5000.

2. Contacts

Contacts: tietosuoja@businessfinland.fi

3. Name of the register

Business Finland's general customer, stakeholder and marketing register

4. Purpose and basis of the processing of personal data

The Funding Agency and the Company carry out their tasks based on the Act on Innovation Funding Agency Business Finland and a limited liability Company called Business Finland (1146/2017) within the scope of their respective competences and in close cooperation with each other, partly in accordance with shared processes and tools. The customers, potential customers, stakeholder groups and cooperation partner of the Funding Agency and the Company may be the same parties. The company operates under the guidance of the Funding Agency. For the aforementioned reasons, the Funding Agency and the Company operate a shared general customer, marketing and stakeholder register.

Other privacy statements by Business Finland:

*The privacy statement for the **customer register of Business Finland's funding information system** is available via a separate link at <https://www.businessfinland.fi/tietosuoja/>*

*Business Finland's **general privacy statement related to the use of digital services** is available via a separate link at <https://www.businessfinland.fi/tietosuoja/> and the service-specific statements are available within each digital service.*

Information about Business Finland's privacy policy and other privacy statements are also available at www.businessfinland.fi/tietosuoja/

Group of data subjects	Intended use	Basis of processing
<p>Contacts and representatives of customers and customer organizations</p>	<p>The data is used to maintain and develop Business Finland's customer relationships and to market and provide information about Business Finland's services, events and tasks, as well as to conduct customer surveys and develop services.</p>	<p>Consent:</p> <p>We may target direct marketing to representatives of customer organizations in accordance with their personal choices on marketing communications.</p> <p>We may also send general inquiries about themes that we consider important, if the individual has given their consent to do so.</p> <p>Legitimate interest of the controller or a third party, public interest:</p> <p>We may send the contact person customer communications related to the organization they represent, which are related to the services the organization receives from Business Finland (such as service messages and newsletters), also without prior permission.</p> <p>We encourage our customers to use the new public services offered by Business Finland. We may send the contact person communications related to promoting the activities of the organization they represent, such as marketing for Business Finland services and events that may benefit the organization, even if the person has not given prior consent for such communications. In this case, we will target the messages to the contact persons whose work tasks are essentially related to the services mentioned in the message.</p> <p>We may request feedback on our performed services based on the customer relationship to develop the service.</p> <p>It is important to us to know our customers. We conduct background checks to get to know our customers, which may include obtaining information about individuals associated with the organization, such as its management or owners.</p> <p>In these cases, the processing of personal data by the Company is usually based on the legitimate interest of the Company or a third party, such as the customer, and in the case of the Funding Agency, on the public interest.</p> <p>Contract:</p>

		<p>In some situations, such as when operating a sole proprietorship, we also need the data to fulfill a direct contract with the data subject.</p> <p>Legal obligation:</p> <p>We carry out statutory background checks, such as sanctions inspections and the actions required by said inspections in accordance with the regulations in force. In this context, we may also need to process personal data.</p>
Subscribers of the customer newsletter and mailing list	The data are used to deliver the Business Finland customer newsletter and mailing lists selected by the individual	<p>Consent:</p> <p>We send customer newsletters and mailing lists to individuals who have subscribed or otherwise consented to receive them.</p>
Attendees of events and visits	<p>The information will be used to communicate details about events and visits organized by Business Finland (for example, sharing the program and materials, sharing participant information for networking purposes and collecting feedback), as well as event arrangements (such as informing the event speakers about the participants and their backgrounds, forwarding the participants' information to the reception/registration desk and room reservations, and organizing food and accommodation reservations). Photos taken at events can be used for marketing.</p> <p>The data is also used to carry out feedback surveys and to market events and services.</p>	<p>Consent:</p> <p>The data necessary to organize events may be processed on the basis of consent.</p> <p>Legitimate interest of the controller or a third party, public interest:</p> <p>We also process participant data in connection with events on the basis of the legitimate interest of the controller or a third party or on the basis of the public interest, such as when, due to the nature of the event, participant data is disclosed to other participants for networking purposes or when group photos taken from the event are used in communications. Images of individual persons are not used in communications without the individual's consent.</p> <p>Feedback surveys can also be sent to event participants to develop the event activities. We can engage participating organizations by sending them marketing communications on the same basis as other customer contacts.</p> <p>It is important to us to know the organizations participating in a trip. For certain trips, we will conduct background checks to get to know the participating organizations, which may include obtaining information about individuals associated with the organization, such as its management or owners.</p> <p>In these cases, the processing of personal data by the Company is usually based on the legitimate interest of the Company or a third party, such as</p>

		<p>the customer, and in the case of the Funding Agency, on the public interest.</p> <p>Contract:</p> <p>The data necessary for the organization of an event may also be processed for the purpose of implementing the agreements on participation in the event.</p> <p>Legal obligation:</p> <p>We carry out statutory background checks, such as sanctions inspections and the actions required by said inspections in accordance with the regulations in force. In this context, we may also need to process personal data.</p>
Stakeholder groups	The data is used in communications, influence or cooperation that concern Business Finland and its services and tasks.	<p>Legitimate interest of the controller or a third party, public interest:</p> <p>As a societal actor, Business Finland has established an extensive network of cooperation partners and stakeholders with whom it cooperates and communicates about its tasks and services.</p> <p>In these cases, the processing of personal data by the Funding Agency is usually based on the public interest, and processing by the Company is based on the legitimate interest of the Company or the public interest.</p>
Contacts and representatives of potential customers and customer organizations	The data is used in communications about Business Finland's services and tasks, for marketing and other communications, and to gauge the interest of potential customers in our services.	<p>Consent:</p> <p>We target direct marketing to representatives of potential customer organizations in accordance with their personal choices on marketing communications.</p> <p>Legitimate interest of the controller or a third party, public interest:</p> <p>Business Finland's societal task is to engage with new, potential customers of its services. On the basis of a legitimate interest, we may target communications to representatives of organizations about Business Finland services and events that might benefit their organization, even if the person has not given prior consent for such communications. In this case, we will target the messages to the persons whose work tasks are essentially related to the services mentioned in the message.</p>

		<p>It is important for us to know who we work with. We may carry out background checks on organizations that apply for our services to know our future customer. In this context, we may also collect information about individuals associated with the organization, such as its management or owners.</p> <p>In these cases, the processing of personal data by the Company is usually based on the legitimate interest of the Company or a third party, and in the case of the Funding Agency, on the public interest.</p> <p>Legal obligation:</p> <p>We carry out statutory background checks, such as sanctions inspections and the actions required by said inspections, of the organizations that seek our services in accordance with the regulations in force. In this context, we may also need to process personal data.</p>
--	--	---

We outsource personal data processing tasks, such as technical maintenance or event management, to our subcontractors in accordance with and within the limits set by data protection legislation.

5. Data content of the register

Data on the data subject may include the following:

Details	Contact persons for customer organizations	Subscribers of the newsletter	Attendees of events and visits	Stakeholder groups	Contact persons of potential customer organizations
Person name	x	x	x	x	x
Customer organization	x	x	x	x	x
Trade name and business ID of sole proprietors	x	x	x	x	x
Position/tasks in the company	x	x	x	x	x
Work address	x	x	x	x	x
Work email	x	x	x	x	x
Work phone	x	x	x	x	x
Information on direct marketing opt-outs and consent	x	x	x	x	x
Information about contacts/ meetings/ participation	x	x	x	x	x
Notes produced in the course of advisory services	x				x

Quality and customer feedback and other business and stakeholder surveys	x	x	x	x	x
Information related to technical arrangements related to events and visits, such as: - catering (dietary preferences, allergies) - accommodation (hotel information) - visiting program (clothing size, driver's license information) or - travel arrangements (flight and other travel information, travel insurance information, travel documents) - information from a passport/identity document copy and/or separately collected (such as name, date of birth, gender, nationality, passport number) - name and emergency telephone number of the contact person			x		
Personal background information relevant to the purpose of the event or visit, such as: - decision-maker position in the organization - industry experience or other relevant experience			x		
Photos and other recordings taken at events and during visits			x		
Matters that arise in background and sanctions checks, such as: - information on the companies' current or previous responsible persons, their close circle, as well as ownership information - sanctions against individuals - information from public sources on disqualification from running a business	x		x		x

6. Retention period of personal data

We will delete personal information from the register after no active measures with the customer for a period of five years and if person is not related to any pending matter.

Memos produced in a customer advice setting can be produced/transcribed directly from calls with the customer and be stored in customer material for the retention period described above. Voice recordings of calls are not retained.

Practical information provided for event arrangements (such as information about dining/accommodation, etc.) will be destroyed when the need to process event data no longer exists or, as a rule, no later than 90 days after the event.

7. Regular sources of information

Information about customer contact persons is collected directly from the individual, orally or in writing, during contact. The information can also be collected from another contact person in the customer organization.

Information about event participants is collected directly from the participant or another representative of the participating organization upon registration, and newsletter subscriber information is collected with the subscription form as completed by the individual. We receive personalized statistical information from the European Commission on the applications and projects of Finnish participants in the Horizon Europe program.

Information about potential customers can also be collected from public sources, such as their company websites.

On a case-by-case basis, we may also receive participant information from cooperation partners.

To know our customers, we collect information from the registers of various authorities (such as the Trade Register, the Registers of Supervisory Authorities and the Credit Information Register, international sanctions lists (such as the EU and US (OFAC) lists), as well as from the registers of commercial data brokers and public sources.

The Funding Agency and the Company operate as one functional entity and information may be received from another Business Finland organization under the Act on Innovation Funding Agency Business Finland and a limited liability Company called Business Finland (1146/2017). Information can also be received, on the basis of the Act on the Customer Information System of Enterprise Services (293/2017), from the parties using the customer information system and from its information sources.

8. Regular data disclosures and categories of recipients

Information may be disclosed to actors referred to in the Act on the customer Information System for Enterprise Services (293/2017) in accordance thereof. Data may also be disclosed, in accordance with the Act on Innovation Funding Agency Business Finland and a limited liability Company called Business Finland (1146/2017), to another Business Finland organization.

In some of Business Finland's public services, the purpose is to bring together different actors or companies, such as foreign investors and companies that seek funding. When carrying out networking services, the Company may disclose information to the parties about the organization's key personnel and their contact details. The Company may also, on a case-by-case basis, disclose the names and organizational information of persons participating in events or visits it organizes to representatives of the media or other third parties to ensure the openness and transparency of the public services provided by Business Finland.

The Company may disclose personal data to Business Finland's cooperation partners for non-commercial purposes, such as to arrange various visits and events or to provide services with other parties.

The Funding Agency may disclose information if permitted by applicable law.

On a case-by-case basis, some of the personal data referred to in this policy may also be processed as a joint controller with another controller, such as an event organizer.

9. Transfer of data outside the EU or the EEA

Personal data may only be transferred outside the European Union or the European Economic Area in accordance with and within the limits set by data protection legislation. In the absence of a decision on the adequate level of data protection for the country of destination, the transfer of data may take place with appropriate safeguards, such as the standard clauses approved by the European Commission. In some individual situations, personal data may be transferred without said safeguards if the transfer takes place to protect the interests of the person, to conclude or fulfil a contract, as described in data protection law, or in the manner required by data protection law on the basis of consent.

We only transfer personal data outside the EU and the European Economic Area in accordance with data protection legislation and within the limits set by it to Business Finland's employees working in its own international network, to Business Finland Oy's subsidiaries and subcontractors, and to the service providers it uses to process the data.

Social media service providers apply their own policies regarding the transfer of personal data, which you can learn more about in their privacy statements.

10. Protection of the register

Manual material

Material that may be stored on paper is stored in a locked and access-controlled facility. The controller's personnel are committed to confidentiality obligations.

Electronically processed data

The personnel's access to the electronic data content of the register is protected with personal user IDs and passwords. Some of the data content in the register is restricted to a limited group of users. The environment is protected with appropriate firewalls and other technical protections.

The above measures are designed to safeguard the confidentiality, availability and integrity of the personal data stored in the register and the rights of data subjects.

11. Automated decision-making

Personal data is not used in automated decision-making that would have legal or similar effects on the data subjects.

12. Cookies

We use cookies on our website <https://www.businessfinland.fi/> to improve the user experience. Depending on visitor choices, we may also use cookies to analyze the use of the website or to display appropriately targeted advertising to the visitor. The terms regarding cookies are described in the [Website Terms of Use](#), where you will also find a link to customize your cookie preferences.

13. Rights of data subjects in the processing of personal data

Right of data subjects right to withdraw consent

The data subject has the right to withdraw their consent to the processing at any time.

Right of data subjects to object to the processing of personal data

The data subject has the right, regarding their particular situation, to object to profiling and other processing activities that the controller carries out on the personal data of the data subject insofar as the processing is based on the legitimate interest of the controller or a third party or on the public interest.

The data subject may lodge a claim of objection in accordance with section 14 of this privacy statement. In the claim, the data subject must identify the specific situation that is the basis on which they object to the processing. The controller may refuse to carry out the claim of objection on the grounds provided by law.

Right of data subjects to object to direct marketing

The data subject has the inviolable right to object to the processing of their personal data for direct marketing purposes or profiling related to direct marketing.

Right of access by the data subject

The data subject has the right to inspect the data concerning themselves stored in the register. The request for inspection should be made in accordance with the instructions given in this Privacy Policy. The right of access may be denied on the grounds laid down by law. In principle, the regular exercise of the right of access is free of charge.

Right of data subjects to obtain rectification, erasure, or restriction of processing

To the extent that the data subject is able, they shall, without undue delay, upon becoming aware of an error or upon discovery of the error themselves, correct, delete or supplement any information in the register which is contrary to the purpose of the register, incorrect, unnecessary, incomplete or outdated.

To the extent that the data subject is unable to correct or otherwise process the data themselves, they must submit a correction request in accordance with section 14 of this privacy statement.

The data controller must correct the incorrect information without delay. The controller must delete the data in accordance with the request, unless the controller has a legitimate interest to continue processing the data subject's data, including to retain it, such as to provide the requested services or to fulfil a legal obligation.

In addition, the data subject has the right to require the controller to restrict the processing of their personal data, for example, in a situation where the data subject is awaiting the controller's response to a request for rectification or erasure of their personal data.

Right of data subjects to data portability

To the extent that the data subject has personally submitted data to the register that are processed on the basis of the consent of the data subject or on the basis of an agreement, the data subject has the right to obtain such data, generally in a machine-readable format, and the right to transfer this data to another controller.

Right of the data subject to lodge a complaint with a supervisory authority

The data subject has the right to file a complaint with a competent supervisory authority if the controller has not complied with the applicable data protection rules.

14. Contacts

In all matters regarding the processing of personal data and in situations related to exercising personal rights, the data subject should contact the controller. Data subjects can exercise their rights by contacting tieto-suoja@businessfinland.fi.

15. Updates

We monitor changes in data protection legislation and want to continuously improve our operations, and we therefore reserve the right to update this privacy policy.
