

Privacy Notice for Hanken's Social Media

At Hanken, the protection of your personal data and privacy, as well as the responsible processing of your data, is of utmost priority.

This page describes the processing of personal data on Hanken's social media. A general description of personal data processing at Hanken can be found [here](#).

1. Data Controller and Contact Information

Data Controller: Hanken School of Economics (hereafter: Hanken)

Contact Information of the Data Controller: P.O. Box 479, 00101 Helsinki, Phone: +358 (0)29 431 331

Contact person for data processing inquiries: Alina Anderson, alina.anderson@hanken.fi

Contact Information for DPO: dpo@hanken.fi

2. Why Does Hanken Process Your Personal Data?

Hanken processes your personal data for the following purposes:

- Information dissemination and communication
- Marketing
- Competitions and surveys
- Collecting and forwarding feedback

3. What is the Legal Basis for Hanken's Processing of Your Personal Data?

The processing of personal data is primarily based on Article 6.1(e) (public interest and exercise of official authority) of the GDPR. According to the Finnish Act on the Openness of Government Activities (621/1999), Hanken has a statutory duty to produce and disseminate information. You will be informed about the processing of your personal data prior to any publication. The legal basis for processing may include purposes such as marketing, conducting surveys and competitions, and collecting feedback.

4. What Personal Data is Collected and Processed at Hanken?

Hanken only processes personal data that is necessary for the specific purpose for which it is collected. The personal data collected includes:

- Name
- Image and audio
- Age
- Title
- Year of study at Hanken
- Responses to any surveys
- Voluntary information provided by the data subject, e.g. comments or messages

Your personal data is only processed by individuals employed by Hanken or working on its behalf, who have the right to process the data. Only those for whom the processing is necessary for their work responsibilities will process the data.

5. How Does Hanken Collect Your Personal Data?

Data is collected from the following sources:

- Directly from you

6. To Whom May Hanken Disclose Your Personal Data?

Hanken shares joint data controller responsibilities with LinkedIn and Meta. Hanken is responsible for the content published, account management, and use of settings. The social media service providers are responsible for the platform's technical functionality, usability, data security, and the implementation of data subject rights within the service.

YouTube and Bluesky act as data processors in relation to user-generated content. For TikTok, Hanken is the data controller, but TikTok is also a data controller for user-generated content according to its own privacy policy.

More detailed information about the data protection practices of service providers and their subcontractors can be found on their websites.

7. Transfer of your Personal Data to Third Countries

The service providers' data centers and operations are located not only within the EU/EEA but also in the USA, Canada, the UK, Israel, Japan, South Korea, Australia, Brazil, China, Malaysia, the Philippines, and Singapore, in accordance with the providers' practices. Hanken regularly reviews its data transfer practices.

8. How Long Is Your Personal Data Stored?

Hanken has not set a specific retention period for the data; instead, storage and deletion periods are determined according to the practices of each media channel.

Hanken may delete posts published on its own channels. Inappropriate messages may be removed, and users who repeatedly violate the rules may be blocked from communicating on Hanken's channel. The author is not notified of deletion or blocking.

9. Your rights under the GDPR

9.1. Right of Access and Right to Rectification of Personal Data

In accordance with the GDPR, you have the right to know what personal data Hanken processes about you. You also have the right to have inaccurate personal data rectified, without undue delay. If your personal data is incomplete, you have the right to have data completed, with regards to the purpose of the processing.

9.2. Right to Erasure and Withdrawal of Consent

You have the right to request the erasure of your personal data if it is no longer needed for the purpose for which it was collected or processed. However, this right does not apply if the processing is necessary for:

- Compliance with a legal obligation,
- The performance of a task carried out in the public interest or in the exercise of official authority vested in the controller,

- The establishment, exercise, or defence of legal claims, or
- Exercising the right of freedom of expression and information.

If the processing of your personal data is based on consent, you have the right to withdraw your consent. If there is no longer a legal basis for processing after withdrawal, your personal data will be deleted.

9.3. Right to Restriction of Processing

You have the right to request the restriction of the processing of your personal data in certain situations. This applies if:

- You contest the accuracy of the personal data – during the period required to verify the data,
- The processing is unlawful, and you oppose the erasure of the personal data and instead request the restriction of its use, or
- Hanken no longer needs the personal data for the original purpose, but you need them to establish, exercise, or defend legal claims.

9.4. Right to Data Portability

You have the right to receive your personal data that you have provided to Hanken or to have your personal data transmitted to another controller in certain cases.

9.5. Right to Object to Processing

You have the right to object to the processing of your personal data if the processing is based on a public or legitimate interest.

9.6. Right Not to be Subject to Automated Decision-making

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you.

10. Exercising Your Rights

To exercise your rights under the GDPR, you may contact Hanken's Data Protection Officer by email at: dpo@hanken.fi.

If you believe that the processing of your personal data violates the provisions of the GDPR, you have the right to file a complaint with the [Office of the Data Protection Ombudsman](#).

11. Right to be Informed of a Personal Data Breach

If a personal data breach occurs that is likely to result in a high risk to your rights and freedoms, Hanken, as the data controller, is obliged to inform you of the incident without undue delay.