



7 January 2026

Notice on the Processing of Personal Data

Data Controller

Haaga-Helia University of Applied Sciences Ltd

Business ID: 2029188-8

Ratapihantie 13, 00520 Helsinki

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Data Protection Officer:

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Purpose and Description of Personal Data Processing

The description of personal data processing relates to the project *Laterna valottaa työyhteisön merkitystä*

Research

This joint project by Aalto University, Haaga-Helia University of Applied Sciences, and Häme University of Applied Sciences examines how the digital transformation shapes work communities and members' experiences of community and ways of working. The main funder of the project is Business Finland.

During the project, research interviews will be conducted with employees and managers, and observational data will be collected from work communities.

Interviews will be recorded using audio recorders or video conferencing tools and transcribed.

Transcription will use Microsoft Transcription tools, the Triton environment operated in Aalto University's data center, or a locally operating language model on the researcher's computer. Pseudonymized transcripts will be stored during the project on the research team's shared Teams platform, accessible only to the project researchers. Researchers will process pseudonymized data using analysis tools (Nvivo, Atlas.ti, Scrivener) in secure environments provided by the universities. Audio recordings will be destroyed after transcription. After the project, pseudonymized transcripts will be stored on secure servers designated by each university.

Observation videos/audio and diary notes collected by researchers and consortium company staff will be stored during the project on a Teams channel maintained by Haaga-Helia. Videos will be destroyed after the project. Pseudonymized transcripts and diary materials will be stored on secure servers of each university.



Interview transcripts will be pseudonymized so that company and location names are coded, personal names are changed to be unidentifiable, and any other identifying information (e.g., job titles) will be removed.

Consent forms will be stored during the project on the team's Teams channel and after the project on secure servers of each university.

These materials will be used to answer research questions:

1. What kinds of potentials and obstacles does the use of digital technologies create for the functioning of work communities, and how can these be managed and developed?
2. What positive and negative effects do these changes have on key organizational and community needs, such as productivity, coordination, and sense of community?
3. What effects do these changes have on employees' work-related meanings, identities, and fulfillment of psychological basic needs?

The legal basis for processing is scientific research in the public interest.

Disclosure of Personal Data to Third Parties

No disclosure to third parties.

Transfer of Personal Data Outside EU/EEA

No transfer to third parties.

Retention Period

1 September 2025 – 28 February 2033.

Principles of Personal Data Protection

We process personal data in accordance with data protection principles:

- Lawfully, appropriately, and transparently for the data subject
- Collected solely for a specific and legitimate purpose for this study
- Only data necessary for the purpose is collected
- Inaccurate or incorrect personal data is deleted or rectified promptly
- Data is retained in a form identifying the data subject only as long as necessary for processing purposes
- All data is processed confidentially and securely.



- **Data Subject's Rights**

Under the EU General Data Protection Regulation (GDPR), the data subject has the following rights:

- Right to access their own personal data
- Right to withdraw consent at any time without giving a reason; this does not affect the lawfulness of processing prior to withdrawal
- Right to rectification of inaccurate or incomplete data without undue delay
- Right to erasure of personal data without undue delay if:
 - Data is no longer necessary for the purposes for which it was collected
 - The data subject withdraws consent and there is no other legal basis
 - Processing is unlawful.
 - Erasure is required by EU or national law
- Right to restrict processing if:
 - The accuracy of the data is contested
 - Processing is unlawful and the data subject opposes deletion
 - The controller no longer needs the data, but the data subject requires it for legal claims
- Right to receive their data in a structured, commonly used, and machine-readable format and transmit it to another controller without hindrance, provided processing is carried out automatically
- Right to lodge a complaint with the Data Protection Ombudsman if the data subject believes their rights under GDPR are violated (instructions at tietosuoja.fi)

Consent can be withdrawn by notifying the project contact person in writing at Johanna.Vuori@haaga-helia.fi. Other rights-related requests should be submitted to the controller primarily via the online form on Haaga-Helia's website (www.haaga-helia.fi/en/privacy-policy)