



## Personal Data Processing in Customer Panel

### Why do we collect and process personal data?

Keva develops and tests existing as well as new services by engaging its individual customers through customer panels and surveys. The surveys are conducted online. Customers can sign up for voluntary participation in customer panel activities via a web form. Participants in the customer panel can also take part in voluntary lotteries.

With the help of artificial intelligence tools, personal data is processed only in assisting tasks.

### What personal data do we process?

We process the following data:

Name, telephone number, e-mail address

Year of birth

Current life situation

Type of pension benefit

Language

### How long do we keep personal data?

Personal data is stored for the duration of each customer panel (1 year).

### Where do we obtain information from?

The information is collected from customers by Webropol-form. Providing information is voluntary.

### Kenelle luovutamme tietoja?

There are no disclosures of data from customer panel.

### Do we transfer personal data to outside of the EU/EEA??

We do not transfer data to outside of the EU/EEA. Keva's service provider is Microsoft Oy, which processes data in the EEA region. In limited circumstances,





the processing of personal data in the United States is based on the European Commission's data protection adequacy decision and standard clauses approved by the Commission.

## How do we protect your personal data?

Keva ensures a high level of data protection in its systems. System data protection and personal data protection and soundness are ensured with the help of technical and organisational measures. These measures include, amongst others, data encryption, data protection updates, data protection testing and backups.

Every Keva employee signs a confidentiality agreement for processing personal data as part of his or her job duties. Employees of organisations that process personal data collected by Keva, and who have access to this personal data, are required to sign a confidentiality agreement.

Your personal data is only processed by authorised persons and credentials for accessing our information systems are only assigned to said persons on the basis of their job duties. Our information systems require a personal username and password to log in. The sessions are registered on our system, which allows the use of the system to be monitored.

## Are automatic decisions or profiling made based on your data?

No automated decisions or profiling are made in customer panel activities.

## How can you inspect your own data?

You have the right to inspect the information on you stored in our systems. You also have the right to request copies of the information and documents about you. You can send an inspection request by e-mail to [asiakasraati@keva.fi](mailto:asiakasraati@keva.fi).

## How can you request to rectify, delete, restrict or object to the processing of your personal data?

You have the right to withdraw your consent and your participation in the customer panel activities and the right to demand the correction of incorrect





information in our register. You can send a withdrawal or a request by e-mail to [asiakasraati@keva.fi](mailto:asiakasraati@keva.fi)

If we should refuse to comply with your request, you have the right to take the matter to the Office of the Data Protection Ombudsman.

Contact details for the Office of the Data Protection Ombudsman:

Office of the Data Protection Ombudsman

Postal address: P.O. Box 800, 00521 Helsinki

Telephone number: +358 29 56 66700

Email: tietosuoja@om.fi

Contact details for the Controller:

Keva

Unioninkatu 43

00087 KEVA

Telephone number: +358 20 614 2837

Data Protection Officer

00087 Keva

Telephone number: 020 614 2332

E-mail: tietosuoja@keva.fi

To ensure data security, please send emails via secure post [here](#).

Customer panel contact person:

Pension Specialist Suvi Alastalo

[asiakasraati@keva.fi](mailto:asiakasraati@keva.fi)

