

Health Village Privacy Policy for journalist and business purposes

1. Introduction

Helsinki University Hospital (HUS) is the biggest health care provider in Finland owned by 24 municipalities in southern Finland. Health Village is eHealth service concept produced by HUS.

At HUS and Health Village services, the privacy and security are of paramount importance. HUS is committed to protecting the data you share with us. This privacy policy explains how HUS processes information that can be used to directly or indirectly identify an individual (“Personal Data”) collected through diverse channels.

All information is stored securely and is accessed by authorized personnel only. HUS implements and maintains appropriate technical, security and organizational measures to protect Personal Data against unauthorized or unlawful processing and use, and against accidental loss, destruction, damage, theft or disclosure.

2. General Principles

With regards to Personal Data, and following the European General Data Protection Regulation (2016), HUS operates on the following principles:

- a) the fair and transparent collection and processing of Personal Data;
- b) the legitimate interests pursued by HUS in the context of providing its services;
- c) the protection of Personal Data from data breach through technical measures and organizational measures (e.g. only authorized users are given password-protected access);
- d) the rights of individual data subjects to view, export, correct, and/or delete what data we hold on that data subject on request by that data subject, unless contradicted by country laws of Finland;
- e) the immediate notification of Personal Data breaches to data subjects.

3. Collection and use of Personal Data

3.1. Journalist contact data

HUS collects personal contact details such as name, e-mail address, postal address, phone number, organization name for the purposes of providing the individual with information

and updates on HUS's products and services, for example via delivery of press releases or invitations to press events.

3.2. Business contact data

HUS collects personal contact details such as name, e-mail address, postal address, phone number, organization name, for the purposes of providing the individual with information and updates on HUS's products and services, for example via delivery of newsletters and other mailings.

3.3. Website Visitors

HUS may collect and analyze information of visitors to its website. In Health Villages websites we use cookies. HUS may add information collected by way of page view activity. Furthermore, HUS may collect and process any Personal Data that you volunteer to us in our website's forms.

Such Personal Data may comprise your IP address, first and last name, your postal and email address, your telephone number, your job title, your areas of interest, interest in HUS products, and certain information about the company you are working for (company name and address), as well as information as to the type of relationship that exists between HUS and yourself.

HUS gathers data about visits to the website, including numbers of visitors and visits, geo-location data, length of time spent on the site, pages clicked on, and where visitors have come from.

3.4.1. Purpose of processing Personal Data

HUS uses the collected data to communicate with visitors, to customize content for visitors and to improve its website by analyzing how visitors navigate its website. HUS do not share the collected data to anyone outside the HUS.

3.4.2. Cookies

What are cookies?

Cookies are small text files that are stored on your computer when you visit certain web pages.

We use cookies on your browser to understand how you are using our website, via Google Analytics. Our cookies do not store sensitive personally identifiable information such as

your name, e-mail address or phone number. Please note that the cookies we use cannot harm your computer.

If you prefer not to have our cookies on your device, we advise you to disable them in your web browser settings.

Google Analytics cookies

Google Analytics is a web analytics service provided by Google, Inc. Google Analytics sets cookies in order to allow us to evaluate and report on how users interact with our website content. As a user navigates between web pages, Google Analytics allows us to record information about the page(s) a user has seen, for example the URL of the page.

All data is anonymized meaning the cookies carry no personally identifiable information. These cookies help us to understand our visitors' behavior and allow us to make improvements to enhance our users' experiences.

For more information, go to the page [Google Analytics Cookie Usage on Websites >](#)

3.4.3. Links to other sites

Please be aware that while visiting our site, visitors can follow links to other sites that are beyond our sphere of influence. HUS is not responsible for the content or privacy policy of these other sites.

4. Retention and deletion

HUS will maintain the Health Village data for as long as the data is required for the purposes mentioned above, until the individual withdraws consent or as long as it is necessary for legal purposes.

Individuals may withdraw consent at any time by contacting info@healthvillage.fi.

Please note that withdrawal of consent shall not affect the lawfulness of HUS' s use of Personal Data for the purposes mentioned above which occurred before the withdrawal of consent.

Individuals may request to view, correct, or delete their data in HUS's database at any time by contacting info@healthvillage.fi.

Legal address of Helsinki University Hospital.

Stenbäckinkatu 9
PO BOX 100, FI-00029 HUS, Finland

5. Changes of the Privacy Policy

We assume that you have read this document and agree to its contents. We reserve the right to change our privacy policy as necessity dictates. Continued use of HUS's website and after having been informed of any such changes to these conditions implies acceptance of the revised privacy policy.

Business contacts and journalists who are stored in HUS business contacts database are also informed of such changes and have the same rights to remove their details from the contacts database.

6. Further Information

If you have any further questions regarding the data HUS collects, or how we use it, please feel free to contact by email info@healthvillage.fi or send a letter at HUS IT, Paciuksenkatu 25, 00029 HUS, Finland.