Personal Data Processing in Customer Panel

Why do we collect and process personal data?

Customer Panel
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.

Other Projects in Service Development
Keva develops and tests existing as well as new services by conducting voluntary customer interviews and surveys. Customers can register for an interview or a survey via an online form. The interviews are carried out via telephone.

With the help of artificial intelligence tools, personal data is processed only in assisting tasks. Keva uses the Microsoft Copilot AI tool as an assistant in Microsoft 365 applications.

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).

For other service development projects, personal data is stored for the duration of the project. The retention period is defined individually for each project.

Where do we obtain information from?

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

Who do we share data with?

There are no disclosures of data from customer panel or other service development projects..

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

We do not transfer data outside 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 or in other projects in service development..

How can you inspect your own data?

You have the right to inspect your own information 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.

Concerning other service development projects, you can send an inspection request by e-mail to tietosuoja@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 equest by e-mail to asiakasraati@keva.fi
Concerning other service development projects, you can send aforementioned request by e-mail to tietosuoja@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 Vilma Muukka
asiakasraati@keva.fi