

Privacy Notice – Architecture & Design Museum Helsinki

This privacy notice explains what personal data we process, why we process it, and how we protect your information.

This privacy notice was last updated on 3 June 2026.

1. Data Controller and Contact Details

Architecture & Design Museum Helsinki

Museum operations are carried out by AD Museum Ltd.

The museum and its collections are owned by the Foundation for the Finnish Museum of Architecture and Design.

Address: Korkeavuorenkatu 23, 00130 Helsinki

Phone: +358 9 6220 540

Contact for data protection matters: Administrative Manager, Erika Parvikoski
(firstname.lastname @ admuseo.fi)

2. For What Purposes Do We Process Your Personal Data?

We process personal data to operate the museum, deliver services, fulfil our collection and documentation duties, and carry out communications as follows:

2.1 Providing the online service

We process personal data to ensure the technical functionality of our website, provide key features (such as search and embedded videos), maintain information security, and analyse and improve the service (cookies and analytics).

2.2 Public programmes, events, guided tours and workshops



We process personal data when group bookings, guided tours or workshops are reserved in advance. The data includes the contact person's name and contact details.

2.3 Newsletters, communication and stakeholder relations

We process personal data to send newsletters and other communications you have subscribed to. We may also use personal data to carry out customer and stakeholder surveys, as well as related communications, as part of developing our services.

In addition, we process personal data to manage communication with media, partners and invited guests, and to receive and respond to enquiries.

For newsletter subscribers, we collect the following personal data:

- first name
- last name
- email address.

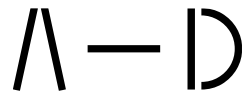
For stakeholders and partners, we may also process phone number, organisation and title.

2.4 Photography in events and museum public spaces

The museum photographs and records events and activities (such as openings, workshops and public programmes). Images and recordings may be used for:

- museum communication and marketing (e.g. website, publications, social media)
- documenting museum operations
- archival purposes as part of the museum's permanent collections.

Images may be taken both by arrangement and as part of normal event production.



Lawful basis:

- Legitimate interest, when documenting general situations where individuals are not the main subject.
- Consent, when a person is clearly identifiable as the main subject or when the image is used in a representational manner (e.g. interviews, portraits, minors).
- Special care is taken when photographing minors.

2.5 Collections, archival materials, image assets and donations

We process personal data in connection with:

- collection and archive reference requests
- image-use permissions and licensing
- donation agreements and donor contact information
- personal data of rights holders
- personal data maintained in the collection management system (creators, designers, donors, photographers, identifiable persons in images)
- communication, marketing and documentation images stored for archival use.

2.6 Exhibition proposals and artist communication

When a designated email address is used for exhibition proposals, we process:

- sender's name and contact details
- proposal content, attachments and portfolios
- relevant background information on the artist
- communication related to handling the proposal.

2.7 Social media channels



We process personal data when users interact with the museum's social media accounts, tag the museum in posts, or send direct messages.

Each platform processes personal data under its own privacy policy.

2.8 Customer service and enquiries

We process personal data when you contact us, for example by email, through a feedback message or reference request, or when you leave your contact details at our ticket desk.

Data typically includes your name, email address and message content.

2.9 Performers, instructors and external experts

We process personal data of performers and experts for organising events and workshops.

The data may include name and contact details, contract information and invoicing or compensation details.

2.10 Recruitment and open applications

We process personal data of job applicants, including applications, CVs, portfolios and interview or assessment notes.

2.11 CCTV (security cameras / video surveillance)

The museum uses CCTV (security cameras / video surveillance) to ensure the safety of visitors, staff and collections.

- Recordings are stored for 30 days.
- Access is restricted and logged.
- Footage is viewed or disclosed only when necessary (e.g. to investigate incidents or damage).



2.12 Legal and administrative obligations

We process personal data when required by law or contract, such as for:

- accounting and payment transactions
- contract archiving
- official requests
- obligations related to donations
- documentation of information requests (GDPR and public document requests).

3. Legal Bases for Processing

Processing is based on:

- Consent (e.g. newsletters, identifiable portraits)
- Contract (e.g. group bookings, licensing agreements)
- Legitimate interest (e.g. communication, marketing, social media, documentation, as well as customer and stakeholder surveys and related communications for service development)
- Legal obligation (e.g. accounting, official requests).

4. What Data Do We Collect?

We collect only data necessary for our operations, such as:

- name, email address, phone number and postal address
- organization and role
- group booking information
- website usage data (IP address, cookies, browser details)



- purchase and contract information
- creator, donor and rights-holder data related to collections
- personal data linked to image materials
- recruitment documents
- information request documentation
- social media usernames and messages
- identifiable photographs and videos
- documentation from events and openings.

5. Where Do We Obtain the Data?

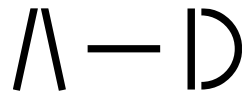
Data is obtained from:

- you (forms, messages, bookings, proposals)
- technical logs from our online services
- museum collection work
- social media channels
- service providers (e.g. event services, technical systems)
- public sources.

6. Disclosure and Transfers of Data

We disclose personal data to identified service providers who process personal data on our behalf as data processors, as well as to authorities where required by law.

Personal data may also be processed by partners providing research and survey services in order to carry out customer and stakeholder surveys. These partners act on our behalf and are not permitted to use the data for their own purposes.



Data is not transferred outside the EU/EEA without appropriate safeguards.

7. Data Retention Periods

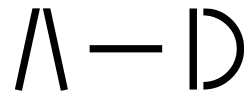
We retain personal data only for as long as necessary:

- Group bookings: 1 year
- Newsletter data: until consent is withdrawn
- Contract and accounting data: 6–10 years or as required
- Recruitment data: for the duration of the recruitment process; open applications 6 months
- Exhibition proposals: 2 years
- Information requests: statutory retention period
- CCTV recordings: 30 days
- Collection-related personal data: retained permanently as part of the museum's collections.

8. Your Rights as a Data Subject

You have the right to:

- know what personal data we process
- request correction or deletion of your data
- request restriction of processing or object to processing
- withdraw consent
- receive a copy of your personal data
- lodge a complaint with the Office of the Data Protection Ombudsman (Finland).



You may exercise your rights by contacting our data protection officer.

9. Cookies

We use cookies for:

technical operation of the service
analytics and development
marketing technologies (as applicable)

You can manage cookies through your browser settings.

10. How Do We Protect Your Data?

We use technical and organisational measures such as:

- encrypted connections (HTTPS)
- restricted and monitored access rights
- secure server environments
- staff training and internal guidelines
- secure archiving procedures
- protected handling and automatic deletion of CCTV recordings (30 days).

This privacy notice may be updated as our operations develop. We will inform you separately of any significant changes to the processing of personal data where required.

This document has been translated using artificial intelligence (AI) and may contain linguistic inaccuracies.