

HSL's Customer Register and data protection

HSL Helsinki Region Transport maintains a customer data file to provide various transport services in the HSL area. The Customer Register Privacy Statement is available to view at HSL service points, HSL's Registry and on HSL's website (www.hsl.fi/privacypolicy). The Privacy Statement describes how customers' personal data is processed in HSL's services, provides information about contact persons for the data file and about customer's rights relating to the processing of personal data.

When a customer starts using a Travel Card, data is brought from the Travel Card Customer Register to HSL's Customer Register. Processing of personal data in HSL's Customer Register is based on an agreement between the customer and HSL on the use of HSL's transport services. Data on customers is also brought to HSL's Customer Register when the customer uses other HSL's services. HSL's various services are partly based on the same base data, and customer data is shared by different services in this respect. In addition, other service-specific data can be interconnected.

The base data provided by the customer, data related to customer identification and data related to the use of services, such as the topping up and use of the Travel Card are used, for example, for account maintenance and management, determining HSL's municipal contributions, marketing communications (with the customer's consent) and for personalization of services. In case of any changes, the customer must update their data at an HSL service point or online. If the customer has a personal Travel Card and their customer group or validity of customer group changes, the customer must visit a service point to update the information on the Travel Card. Data collected into the Customer Register and their processing is set out in the Privacy Statement.

Customers have the right to request access to their personal data stored in the data file and the right to request their personal data to be removed from the data file. Customers' rights and how they are put into practice are described in detail in the HSL Customer Register Privacy Statement and on HSL's website.

HSL shall process all customer data as confidential, and protect the data by appropriate technical and organizational measures. HSL requires the same from its subcontractors and partners in cooperation. Personal data contained in the data file are transferred or disclosed to external persons or organizations when it is necessary to provide HSL's service, to authorities as permitted and required by legislation, and for other purposes, as defined and permitted. Transfers and disclosure of personal data shall be adequately protected.