

# WOMEN IN TECH FINLAND

## COMMUNITY MEMBERSHIP — PRIVACY POLICY

*Last updated: 28 August 2026*

This privacy policy (“Privacy Policy”) describes how Inklusiiv Ltd (“Inklusiiv”, “we”, “us” or “our”) collects, uses, stores and protects personal data in connection with the Women in Tech Finland community membership (“Community” or “Membership”).

The Women in Tech Finland brand is operated by Inklusiiv Ltd. The Community Membership is a free, individual membership open to people who are part of, or interested in, the Finnish tech ecosystem.

This Privacy Policy applies to the processing of personal data where Inklusiiv Ltd acts as the data controller. It is a complement to Inklusiiv Ltd’s general Privacy Policy, which covers our broader services. Where this policy and the general policy overlap, the more specific provisions in this policy apply to Community Membership data.

We may update this Privacy Policy when our data processing practices change or when required by law. The current version is always available on [womenintech.fi](https://womenintech.fi).

### 1. Data Controller and Contact Details

Name: Inklusiiv Ltd

Business ID: 3115403-7

Address: % Epicenter, Mikonkatu 9, 00100 Helsinki, Finland

Email: [hello@womenintech.fi](mailto:hello@womenintech.fi)

Website: <https://womenintech.fi>

Contact person for data protection matters:

Maria Ristimäki

[maria@womenintech.fi](mailto:maria@womenintech.fi)

### 2. Personal Data We Process

When you join the Women in Tech Finland Community, we collect and process the following personal data, which you provide directly through our membership sign-up form:

#### Required information

- First name
- Last name
- Email address
- Industry or field (and a free-text specification if you select “other”)
- Career stage
- Location (region and country)

#### Optional information, used for aggregated community insights

- Job title
- Age group

- Gender

### **Optional information and preferences**

- Newsletter opt-in: whether you wish to receive the Women in Tech Finland newsletter (events, activities, opportunities and other community updates)
- Partnership interest opt-in: whether you are interested in partnership opportunities for your company or organisation

### **Other information generated through your membership**

- Records of your consent (including recording that this Privacy Policy has been made available to you, that you consented to the processing according to it and any opt-ins listed above)
- Direct communication between you and us (e.g. emails, replies, support requests)
- Engagement information related to our communications (e.g. whether you opened or clicked a newsletter), where our service providers make this available to us
- Direct marketing opt-ins and opt-outs, including unsubscribe records
- Information related to your participation in our events (e.g. registration details, attendance status, dietary requirements or accessibility needs you provide for a specific event)
- Voluntary responses to surveys about your career interests and motivations for being part of the Women in Tech community

All of the above is collected directly from you. We do not purchase or enrich your data from third-party sources.

## **3. Purposes and Legal Grounds for Processing**

We process your personal data for the purposes and on the legal grounds set out below. In order to operate a functioning and beneficial Community membership to participants, we process data as described in this section on the basis of legitimate interest.

### **a) To operate the Community Membership**

Legal ground: performance of a contract, consent.

We process your data to register you as a member, maintain your membership record, and provide you with the services and benefits of the Community.

To the extent that you provide sensitive information (such as dietary requirements or requests for special accommodations), it will be processed solely where necessary, and only for the duration required, based on your explicit consent.

### **b) To send Community communications and the newsletter**

Legal ground: consent (for the newsletter and partnership opt-in) and legitimate interest (for essential membership-related communications).

If you opt in to the newsletter, we use your email address and profile information to send you news, events, activities, opportunities and other community updates. You may withdraw your consent at any time by clicking the unsubscribe link in any newsletter or by contacting us.

We may also send you a limited number of essential, non-marketing messages relating to your membership (e.g. material changes to this Privacy Policy or to the Community).

### **c) To personalise communications and Community experience**

Legal ground: legitimate interest, balanced against your right to privacy.

We may use your industry, job title, career stage, location and age group to tailor our communications, events and content to be more relevant to you (for example, by segmenting newsletters or surfacing relevant events). You can object to this profiling at any time by contacting us; this may lead to less relevant communications but does not affect your membership.

#### **d) To invite you to and organise events**

Legal ground: legitimate interest (for invitations to members) and performance of a contract (for event registrations you submit).

We organise events, meet-ups and other activities for the Community, and we send invitations to members based on the profile information described above. If you sign up for an event, we process the registration data you provide (which may include name, email, dietary requirements, accessibility needs and any event-specific questions) in order to manage the event, communicate practical details, and follow up afterwards.

Some events are co-organised with partners (see section 5). Where this is the case, we will tell you at the point of registration who the co-organiser is and how your data will be shared.

#### **e) To produce aggregated Community insights**

Legal ground: legitimate interest, consent.

We use demographic and professional information (industry, career stage, age group, location) in aggregated, non-identifying form to understand the composition of the Community, to inform our work, and to share insights with partners and the wider ecosystem (for example in annual reports or partner materials). Aggregated insights are presented in a way that does not identify any individual member.

We may also invite you to take part in occasional, voluntary Community surveys; survey responses feed into the same aggregated insights and into improvements to our content, programme and services. Where a survey will be used in a different way (e.g. responses attributed to you in a publication), we will tell you at the point of the survey and ask for your consent.

#### **f) To explore partnership opportunities (if you opt in)**

Legal ground: consent.

If you indicate that you are interested in partnership opportunities for your company or organisation, we may contact you about relevant partnership conversations between Inklusiiv / Women in Tech Finland and your organisation. You can withdraw this consent at any time by contacting us.

#### **g) To comply with legal obligations**

Legal ground: compliance with a legal obligation.

We process personal data to fulfil our obligations under applicable law, including bookkeeping obligations and providing information to authorities such as tax authorities, where relevant.

#### **h) For claims handling, security and fraud prevention**

Legal ground: legitimate interest.

We may process personal data in connection with claims handling and legal processes, and to prevent fraud, abuse of our services, or threats to data, system and network security.

When we rely on legitimate interest, we carefully balance our interests against your right to privacy and provide easy ways for you to opt out of communications and to object to processing. Where possible, we use aggregated or pseudonymised data.

## 4. Where and How We Store Your Data

We store your Community Membership data with the following service providers, who act as our data processors and process your personal data on our behalf and on our instructions:

- HubSpot — used as our customer relationship management (CRM) system to maintain the membership registry and manage member communications. <https://www.hubspot.com/data-privacy/privacy-policy>
- MailerLite — used to send the Women in Tech Finland newsletter and other community emails. <https://www.mailerlite.com/legal/privacy-policy>
- Event registration and ticketing tools — for some events we may use third-party event registration or ticketing platforms (such as Luma, Lyyti or similar). When this is the case, the relevant platform will be identified at the point of registration, and its own privacy policy will apply to data you submit through that platform in addition to this Privacy Policy.

These processors are bound by data processing agreements that require them to process your data only on our instructions, in accordance with applicable data protection laws, and subject to confidentiality and appropriate security measures.

We may add or replace service providers from time to time. The current list reflects the providers in use as of the “last updated” date of this Privacy Policy.

We do not make decisions with significant effects about members based solely on automated processing.

## 5. Who Has Access to Your Data

Within Inklusiiv Ltd, access to your personal data is limited to authorised staff who need it for the purposes described in this Privacy Policy.

We do not sell your personal data, and we do not share it with third parties for their own marketing purposes.

We may share your personal data outside Inklusiiv only in the following circumstances:

- With our authorised service providers (such as those listed in section 4), to the extent necessary for them to provide their services to us.
- Where required by applicable law, regulation, court order, or to detect, prevent or address fraud, security or technical issues, or to protect the interests, property or safety of Inklusiiv, the members or the public, in accordance with the law.
- In connection with a merger, acquisition or sale of assets, in which case we will notify affected members and continue to ensure the confidentiality of personal data.
- With your explicit consent, which you may withdraw at any time.
- With our partners, as is more specifically described below based on your consent or our legitimate interest to operate the Community.

## Sharing data with our partners

Women in Tech Finland works with corporate, organisational and ecosystem partners to advance gender equity in tech. Data sharing with partners is handled as follows:

- Aggregated, non-identifying insights about the Community (for example, breakdowns by industry, career stage or location) may be shared with partners and the wider ecosystem. This data does not identify any individual member.
- Co-organised events: where an event is organised together with a partner, we may share with the partner the participant list and registration data necessary to deliver the event (typically name, email and any event-specific information you provide). We will identify the partner at the point of registration so you can decide whether to register.
- Partner offers and opportunities: we share members' personal contact details with partners only where you have given separate, specific consent for that sharing. By default, partner offers reach you through our own communications channels and your contact details remain with us.
- Speakers and content contributors: if you participate as a speaker, panellist or interviewee at our events or in our content, separate information will be provided to you about how related personal data (e.g. name, role, biography, image) will be used and shared.

## 6. International Transfers

We process personal data primarily within the European Economic Area (EEA). However, some of our service providers (including HubSpot and MailerLite) are based outside the EEA or may process data in jurisdictions outside the EEA.

Where personal data is transferred outside the EEA, we ensure that an adequate level of protection is in place. This is typically achieved through Standard Contractual Clauses approved by the European Commission and through additional safeguards where appropriate.

## 7. How Long We Keep Your Data

We do not store your personal data for longer than is necessary for the purposes set out in this Privacy Policy or as required by law.

- Membership data is stored for as long as you remain a member of the Women in Tech Finland Community. You can end your membership at any time by contacting us.
- After you end your membership, we delete your membership profile within a reasonable period, except where we need to retain certain data to comply with legal obligations (such as bookkeeping requirements) or to handle legitimate claims.
- Newsletter and partnership opt-ins are stored until you withdraw your consent or unsubscribe. After you opt out, we keep a minimal record of the opt-out itself to ensure that we comply with your request.
- Aggregated, non-identifying community insights derived from your data may be retained indefinitely, as they no longer constitute personal data.

## 8. Your Rights

Under the EU General Data Protection Regulation (GDPR) and Finnish data protection law, you have the following rights in relation to your personal data.

### ***Right to access***

You have the right to be informed about the personal data we hold about you and to request a copy of it.

### ***Right to rectification***

You have the right to ask us to correct inaccurate or incomplete personal data we hold about you.

### ***Right to erasure***

You may ask us to delete your personal data. We will comply unless we have a legitimate ground to retain it (for example, a legal obligation).

### ***Right to restrict processing***

You may ask us to restrict the processing of your personal data, for example while a request to rectify or to object is being assessed.

### ***Right to object***

You have the right to object to processing based on legitimate interest, including profiling for the purposes of personalised communications. You can also object to direct marketing at any time.

### ***Right to data portability***

You have the right to receive the personal data you have provided to us in a structured, commonly used and machine-readable format, and to transmit that data to another controller.

### ***Right to withdraw consent***

Where processing is based on your consent (for example, the newsletter or the partnership opt-in), you can withdraw your consent at any time. Withdrawing consent does not affect the lawfulness of processing carried out before the withdrawal.

### ***How to exercise your rights***

You can exercise your rights by contacting us at [hello@womeintech.fi](mailto:hello@womeintech.fi). To help us locate your record, please include your full name and the email address used to register for the Community. We may ask for additional information to confirm your identity. We may decline requests that are unreasonably repetitive, excessive or manifestly unfounded.

## **9. Direct Marketing**

When you opt in to the Community newsletter, you consent to direct marketing. You have the right to prevent us from using your personal data for direct marketing, market research, and profiling for direct marketing purposes. You can do this at any time by:

- Clicking the unsubscribe link at the bottom of any newsletter or marketing email; or
- Contacting us at [hello@womenintech.fi](mailto:hello@womenintech.fi).

Opting out of direct marketing does not end your Community Membership. However, you may then receive only essential, membership-related messages.

## **10. Lodging a Complaint**

If you believe that our processing of your personal data is not in line with applicable data protection laws, you have the right to lodge a complaint with the supervisory authority. In Finland, this is the Office of the Data Protection Ombudsman (<https://tietosuoja.fi/en>). We would, however, appreciate the opportunity to address your concerns first — please contact us before lodging a complaint.

## **11. Information Security**

We use administrative, organisational, technical, and physical safeguards to protect the personal data we collect and process. These include, where appropriate, encryption, access control systems, and secure infrastructure provided by our service providers.

Should a security breach occur that is likely to have a negative effect on your privacy, we will inform you and the relevant authorities as required by applicable data protection laws, as soon as reasonably possible.

## **12. Changes to This Privacy Policy**

We keep this Privacy Policy under regular review and may update it to reflect changes in our practices, services or legal obligations. The current version is always available on [womenintech.fi](https://womenintech.fi). If we make material changes, we will inform members through the Community communication channels.