

Privacy Policy for the processing of personal data in connection with WCEF2026 Accelerator Sessions, Studio Events and the WCEF2026 mobile application

1 Controller

Sitra, The Finnish Innovation Fund (business ID 0202132-3)

Address: Itämerenkatu –11-13, PO Box 160, 00181 Helsinki

Phone: +358 294 618 991

Email: kirjaamo@sitra.fi

Data Protection: kirjaamo@sitra.fi

2 Purpose of personal data processing

Sitra processes personal data for the purposes of coordinating the WCEF2026 Accelerator Sessions, Studio Events and Partners, communicating with contact persons, and providing the WCEF2026 mobile application for event streaming and networking.

Sitra does not use personal data for automated decision-making.

3 Legal basis for processing

The processing of personal data is based on the data subject's consent.

4 Processed personal data

Sitra may process the following personal data:

Accelerator Sessions and Studio Events

- contact person's name, job title, organisation and contact details

WCEF2026 mobile application, streaming and networking

- name
- job title and organisation
- contact details
- profile photo, where provided by the user
- personal data generated through the use of the application for statistical and analytics purposes
- other personal data provided by the data subject when using the application.

5 Source of the personal data

Personal data is collected directly from the data subject in the following situations:

- when applying to a WCEF2026 Accelerator Session or Studio Event; and
- when using the WCEF2026 mobile application.

6 Personal data retention period

Personal data relating to the WCEF2026 Accelerator Sessions, Studio Events and Partners will be retained for as long as necessary to coordinate and follow up on the events.

Personal data provided by the user in the WCEF2026 mobile application will be deleted by the end of 2026, unless a longer retention period is required by law or necessary for the establishment, exercise or defence of legal claims.

7 Regular disclosure of personal data

Personal data may be disclosed to, or otherwise processed by, service providers and subcontractors engaged by Sitra for the purposes described in this privacy policy, including session coordination support and technical services.

8 Transfer of data outside the EU or EEA

Personal data may be transferred outside the European Union or the European Economic Area where this is necessary for the purposes described in this privacy policy. Any such transfers will be carried out in accordance with the General Data Protection Regulation, for example by using the European Commission's standard contractual clauses or other appropriate safeguards.

9 Data protection principles

Personal data is protected by appropriate technical and organisational measures. Databases containing personal data are stored on servers located in secure facilities and may only be accessed by authorised individuals whose duties require such access. The servers are protected by firewalls and other appropriate technical safeguards.

Any physical material containing personal data is stored in locked and secure facilities and may only be accessed by authorised individuals who process the data as part of their duties.

Access to databases and systems is controlled by personal usernames and passwords. Sitra restricts access rights and authorisations so that personal data can only be accessed and processed by persons whose duties require it for lawful processing purposes. Database and system transactions may be registered in the logs of Sitra's IT systems.

Sitra's employees and other personnel are bound by confidentiality obligations and are required to keep confidential information received in connection with the processing of personal data.

10 Rights of the data subject

The data subject has the following rights under the EU General Data Protection Regulation:

- right to obtain information on the processing of their personal data
- right of access to their data
- right to rectification of their data
- right to erasure of their data
- right to restrict the processing of their data
- right to data portability
- right to withdraw consent

Requests concerning the exercise of data subject rights should be sent to Sitra's registry by email at kirjaamo@sitra.fi.

The data subject has the right to lodge a complaint with the Office of the Data Protection Ombudsman if they consider that the processing of their personal data infringes the EU General Data Protection Regulation.

11 Changes to the privacy policy

Sitra may update this privacy policy from time to time. Any changes will be published on WCEF2026 website. Updates may, for example, be based on changes in legislation.