

Privacy notice for the Arts and Culture Barometer 2025 research

This is a privacy notice for the survey regarding Arts and Culture Barometer 2025 research conducted by Center for Cultural Policy Research Cupore and Arts Promotion Centre Finland. The purpose of this document is to provide information on how Cupore processes personal data in connection with this research.

1 Data controller of the research project

The data controller of the research project is Center for Cultural Policy Research Cupore, whose address is Pitkäsillanranta 3 B, FI-00530 Helsinki, Finland.

In questions concerning data protection in general, please contact Cupore's data protection officer (Director Johanna Tuukkanen). The person responsible for the study is Minna Ruusuvirta, whom you can contact in questions related to this research.

2 Nature of the study

The research is ongoing and a survey is implemented annually.

The research has started in 2015.

3 Research group

Senior Researcher Minna Ruusuvirta, Cupore. minna.ruusuvirta@cupore.fi; 050 326 8014

Researcher Emmi Lahtinen, Cupore.

Researcher Aino Leppänen, Cupore.

Special Advisor Kaija RensuJeff, Taike.

Cupore is committed to adhering to the guidelines of good scientific practice issued by the Finnish National Board on Research Integrity in conducting research and to keeping all personal data processed in the research confidential.

4 Purpose and legal basis of the processing of personal data

The annual Arts and Culture Barometer monitors and highlights the views of artists regarding current issues and phenomena. Barometer is based on an annual survey directed at a yearly varying group of respondents. The main target group of the surveys are artists. The themes of the barometers change annually, but some of the questions are repeated within a set period of time. The theme of the Arts and Culture Barometer 2025 is international activities of artists. The Arts and Culture Barometer is conducted by the Center for Cultural Policy Research Cupore together with the Arts Promotion Centre Finland

(Taike). The annual results are reported in the form of a research report published on Cupore's and Taike's websites.

Data may also be processed, to the extent applicable, in other research projects conducted by Cupore's researchers.

The personal data contained in the register will be processed as research data in scientific research. The processing of your personal data is necessary for the implementation of scientific research in the public interest on the basis of Article 6(1)(e) of the General Data Protection Regulation and section 4(3) of the Data Protection Act.

Participants have the option to enroll in a raffle after completing the survey by submitting their contact information on a separate form. This contact information is utilised only to carry out the raffle. The basis to handling personal information on the form regarding raffle is controller's legitimate interest.

5 Data sources

The research data will be collected from the participants themselves through a survey.

Taike's register of artists that have applied for grants in the year 2024 is being utilised to reach respondents. Contact information included in the register will not be connected to the responses. The survey link will also be distributed openly via the websites, social media channels and newsletters of Cupore, Taike and different arts and culture organisations, among other channels.

6 Personal data to be collected

The survey collects and processes the following personal data:

- Field of art
- Artist profession
- Gender
- Year of birth
- Native language
- Level of education
- Labour force status
- Postal code
- Level of income
- Experience of belonging in a minority
- Was the respondent born in Finland
- Personal data that may appear in open-ended responses

The raffle collects and processes the following personal data:

- e-mail

Only the data necessary for the purpose and implementation of the study will be processed.

Direct identifiers are not gathered in the survey. Direct personal data in the raffle won't be connected to the survey responses and will be deleted after the raffle has been conducted.

The research data will be handled during the research in such a form that researchers cannot identify you from the data without additional information. You cannot be identified from the scientific publication or other research results to be published.

7 Processing of special categories of personal data

Special categories of personal data are not being handled in the research.

8 Sharing personal data

The recipients of personal data include third parties, data controllers and data processors to whom personal data contained in the register are transferred or disclosed.

Data will be disclosed and/or transferred to the following parties:

Cupore will transfer the research data without direct identifiers to Taike.

Data will be transferred to the survey platform Webropol and system provider Neuvoa-ICT (IT service provider) who will process personal data on behalf of the research when providing their platform for the research. The system provider and survey platform will process personal data only to the extent that they participate in the implementation of the controller's service.

9 Transfer of data outside the EU or EEA

The data will not be transferred outside EU/EEA countries.

10 Retention period of personal data

The retention period of personal data is determined by, among other factors, the purpose of the research, its duration, archiving in the public interest, and the requirements of the research commissioner.

The research data will be stored at Cupore for the time being for scientific research in the public interest.

11 Personal data protection principles

Your personal data will be processed and stored in secure systems. The computers and information systems used will be protected by user IDs and strong passwords. Access to research data containing personal data will be technologically limited so that only the persons participating in the study and the persons necessary for conducting the study will have access to your personal data.

The data will be stored on Cupore's online data storage, which meets the storage requirements set out in Cupore's data management policy.

Direct and unnecessary personal data will be removed from the data once the research has been completed.

12 Rights of the subject as a data subject

Where the processing of personal data is necessary for the performance of a task carried out in public interest (scientific research, section 4(3) of the Data Protection Act), the subject shall have:

- Right of access to data
- Right to have data rectified
- Right to restrict the processing of data
- Right to object to the processing of personal data

If the conduct of the study does not require or no longer requires the identification of the data subject, the controller will not be obliged to obtain additional information for the purpose of identifying the data or the data subject solely for the purpose of the exercise of the data subject's rights. If the controller does not identify data that could be linked to a particular data subject, the data subject will not have the right to inspect the data, have the data rectified, object to the processing of the data, or have the data erased. However, these rights will not be restricted if the data subject provides additional information based on which they can be identified in the data.

13 Right to lodge a complaint with the supervisory authority

The data subject has the right to lodge a complaint with the supervisory authority if the data subject considers that the processing of their personal data is in violation of applicable data protection regulations. The national supervisory authority in Finland is the Data Protection Ombudsman (read more: <http://www.tietosuoja.fi/en>).

14 Updates

Cupore may update this privacy policy. The privacy policy was created on 4th September 2025.