DATA
PROTECTION
ICONS

Data protection icons graphic guidelines

Data protection icons

The transparency of processing personal data is among the basic principles of European data protection. For us to know which personal data concerning us have been collected, how they are used and how we can have access to them, the law requires that the data subjects must be informed of the collecting of personal data and their further processing.

The purpose of data protection icons is to enhance the intelligibility and accessibility of the GDPR, and to further inform about the data subject's rights. According to the GDPR, the processing of personal data shall be transparent and shall clearly indicate from which source the personal data are collected, how they are used and what rights the data subject has regarding the use of their personal data.

The GDPR states the following about the icons (Article 12.7): "The information to be provided to data subjects pursuant to Articles 13 and 14 may be provided in combination with standardised icons in order to give in an easily visible, intelligible and clearly legible manner a meaningful overview of the intended processing. Where the icons are presented electronically they shall be machine-readable."

General I

General: The data protection icons are an aggregate of 18 icons, headings, descriptions, numberings and colour categories, which covers the items required by the GDPR and information of data subject's rights. Icons alone are not enough but must be used in combination with at least the heading, preferably with heading and description, to ensure accessibility and intelligibility. The icons belong to categories according to colours that correspond to the rights of a data subject. Colour categories must accompany the use of icons, so that information about data subject's rights is achieved.

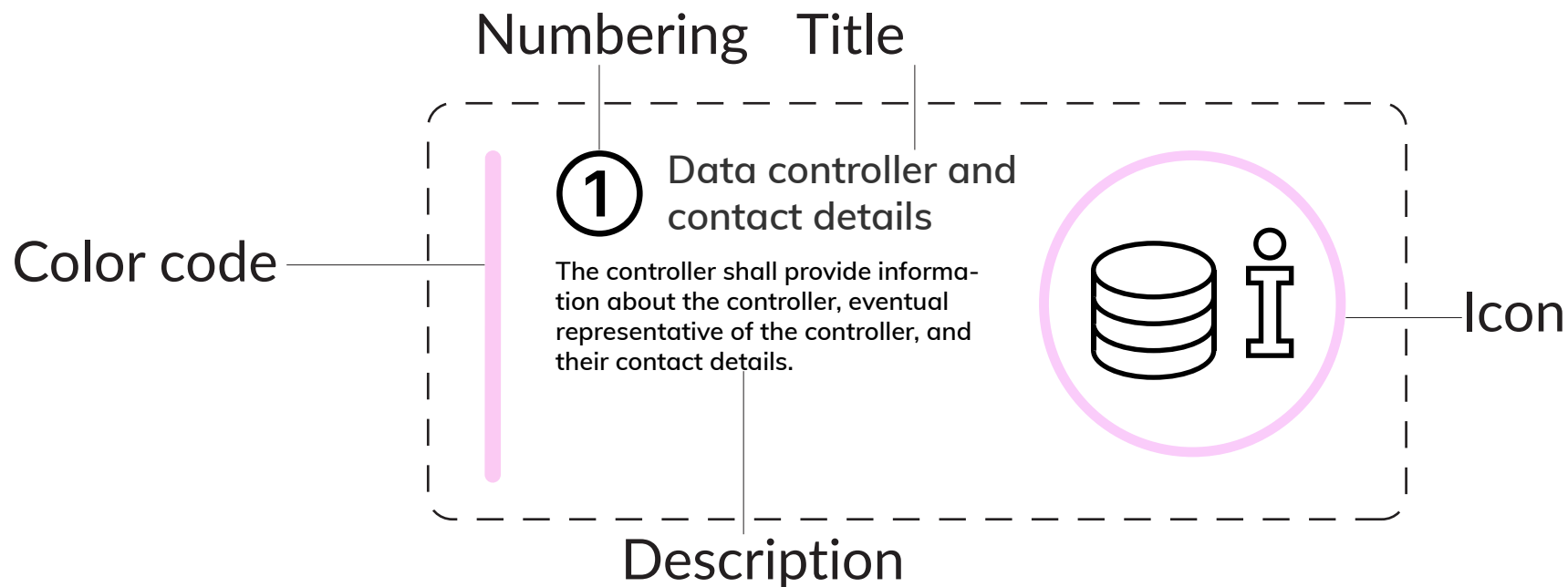## ↓ Overview of color categories

Rights of the data subject

- I. Obligation of the controller to inform about the processing of personal data
- II. Right to request and access the data
- III. Right to rectify the data
- IV. Right to erase the data
- V. Right to restrict the processing of data
- VI. Right to object to processing of data
- VII. Right to data portability
- VIII. Right to know about automated decision-making, including profiling
- IX. Right to complain to a supervisory authority
- * Does not apply in the healthcare and social welfare sector
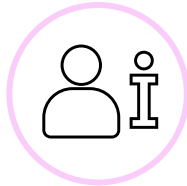
Overview of icons ↓

① Data controller and contact details
The controller shall provide information about the controller, eventual representative of the controller, and their contact details.

② Data protection officer and contact details
The controller shall provide information about the data protection officer and their contact details.

③ Legal basis of processing
The controller shall declare the legal basis of the processing of personal data in accordance with the GDPR. The legal basis of the processing of healthcare and social welfare data can be for example a statutory task, public interest and relevant specifying legislation, or consent.

④ Primary purpose of processing
The primary purpose of processing is the purpose for which the data are collected. For example, patient data collected for the provision of treatment or care.

⑤ Secondary purpose of processing
The secondary purpose of processing is any other purpose of processing than the primary purpose. For example, data collected for the purpose of providing healthcare to a patient can be used for a secondary purpose in scientific research.

⑥ Period for which personal data are stored
The controller shall declare the period for which the personal data will be stored or the information necessary to determine that period. To minimise the processing of personal data, that period shall be as short as possible.

⑦ Which data are collected?
The controller's obligation to inform applies to all personal data collected, including for example data collected later from other sources and data to be combined with the original data.

⑧ Who has access to the data?
The data subject has a statutory right to request access to all the log data concerning their personal data.

⑨ Processor of personal data
The processor of personal data processes personal data on behalf of the controller. The processing shall take place only on instructions from the controller. The responsibilities of the controller remain with the controller.

⑩ Access to own personal data
The data subject has the right to obtain, free of charge, access to their own data (Article 15). The data subject has the right to obtain confirmation as to whether or not their personal data concerning are being processed, and the right of access to that data.

⑪ Rectification of data
The data subject has the right to request the rectification of their own personal data.

⑫ Erasure of data *
The data subject has the right to request the erasure of their own personal data. This right does not mean that the controller always has the obligation to erase the data.

⑬ Right to restrict the processing of data *
The data subject has the right to request the restriction of the processing of their own personal data.

⑭ Right to object to processing of data
The data subject has the right to object, on grounds relating to their particular situation, to the processing of their personal data, when the processing is based on public interest or legitimate interests. The controller can, however, process the personal data, if it can demonstrate compelling legitimate grounds for the processing which override the rights of the data subject.

⑮ Right to data portability *
The right to data portability provided for in Article 20 of the GDPR is normally not applied in the healthcare and social welfare sector, because the processing is based on the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

⑯ Transfer of personal data to third countries
The data subject has the right to know if the personal data are processed in countries outside the European Economic Area or by a service provider, such as a cloud computing service, established in such a country. They have the right to know whether the level of data protection in that country is equivalent to that ensured within the EU.

⑰ Right to know about automated decision-making
The data subject has the right to know about automated decision-making, such as profiling. The controller has the obligation to ensure the protection of the data subject's rights and freedoms and legitimate interests in accordance with the GDPR.

⑱ Right to complain to a supervisory authority
The data subject has the right to complain to a supervisory authority. In Finland, the competent supervisory authority is the Data Protection Ombudsman.
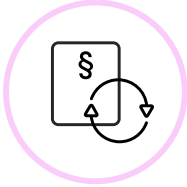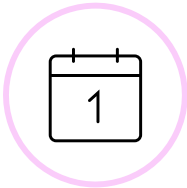
General II

General: The icon as a whole consists of numbering, heading, icon, colour code bar and an explanatory part. The most important of these are the icon (which in itself is also colour coded) and the heading. Second most important parts are the numbering and the explanatory part, and the least important is the extra colour code bar.
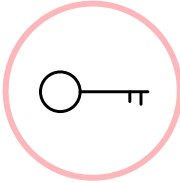
Numbering   Title

① Data controller and contact details

The controller shall provide information about the controller, eventual representative of the controller, and their contact details.

Color code
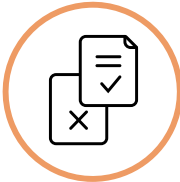
Icon

Description

Icons

Number	Icon	Title	Description	Color code
①		Data controller and contact details	The controller shall provide information about the controller, eventual representative of the controller, and their contact details.	#FACCFA
②		Data protection officer and contact details	The controller shall provide information about the data protection officer and their contact details.	#FACCFA
③		Legal basis of processing	The controller shall declare the legal basis of the processing of personal data in accordance with the GDPR. The legal basis of the processing of healthcare and social welfare data can be for example a statutory task, public interest and relevant specifying legislation, or consent.	#FACCFA
④		Primary purpose of processing	The primary purpose of processing is the purpose for which the data are collected. For example, patient data collected for the provision of treatment or care.	#FACCFA

Kuvakkeet

Number	Icon	Title	Description	Color code
⑤		Secondary purpose of processing	The secondary purpose of processing is any other purpose of processing than the primary purpose. For example, data collected for the purpose of providing healthcare to a patient can be used for a secondary purpose in scientific research.	#FACCFA
⑥		Period for which personal data are stored	The controller shall declare the period for which the personal data will be stored or the information necessary to determine that period. To minimise the processing of personal data, that period shall be as short as possible.	#FACCFA
⑦		Which data are collected?	The controller's obligation to inform applies to all personal data collected, including for example data collected later from other sources and data to be combined with the original data.	#FDB6BA
⑧		Who has access to the data?	The data subject has a statutory right to request access to all the log data concerning their personal data.	#FDB6BA

5.
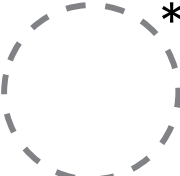
Kuvakkeet

Number	Icon	Title	Description	Color code
⑨		Processor of personal data	The processor of personal data processes personal data on behalf of the controller. The processing shall take place only on instructions from the controller. The responsibilities of the controller remain with the controller.	#FDB6BA
⑩		Access to own personal data	The data subject has the right to obtain, free of charge, access to their own data (Article 15). The data subject has the right to obtain confirmation as to whether their personal data are being processed, and the right of access to that data.	#FDB6BA
⑪		Rectification of data	The data subject has the right to request the rectification of their own personal data.	#EE9B64
⑫		Erasure of data	The data subject has the right to request the erasure of their own personal data. This right does not mean that the controller always has the obligation to erase the data.	#C09036

Kuvakkeet

Number	Icon	Title	Description	Color code
⑬		**Right to restrict the processing of data**	**The data subject has the right to request the restriction of the processing of their own personal data.**	#95872C
⑭		**Right to object to processing of data**	The data subject has the right to object, on grounds relating to their particular situation, to the processing of their personal data, when the processing is based on public interest or legitimate interests. The controller can, however, process the personal data, if it can demonstrate compelling legitimate grounds for the processing which override the rights of the data subject.	#5B7745
⑮		**Right to data portability**	The right to data portability provided for in Article 20 of the GDPR is normally not applied in the healthcare and social welfare sector, because the processing is based on the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.	#27635F
⑯		**Transfer of personal data to third countries**	The data subject has the right to know if the personal data are processed in countries outside the European Economic Area or by a service provider, such as a cloud computing service, established in such a country. They have the right to know whether the level of data protection in that country is equivalent to that ensured within the EU.	#27635F

Kuvakkeet

Number	Icon	Title	Description	Color code
⑰		Right to know about automated decision-making	The data subject has the right to know about automated decision-making, such as profiling. The controller has the obligation to ensure the protection of the data subject's rights and freedoms and legitimate interests in accordance with the GDPR.	#114260
⑱		Right to complain to a supervisory authority	The data subject has the right to complain to a supervisory authority. In Finland, the competent supervisory authority is the Data Protection Ombudsman.	#060256
In addition			Guide	
	*	Does not apply in the healthcare and social welfare sector	A dashed line is eventually used in numbers 12, 13, 14, 15 and 16 to specify that they do not apply in the healthcare and social welfare sector.	See section Colours

Machine-readability I

If the icons are used in electronic form, they must include a machine-readable description of the icon. This is separate from the heading and description concerning each item, which also have to be included when using the icons, in order to enhance accessibility. The description of the icons is inserted as alt text within an <img> tag in HTML. These are the corresponding alt texts for the electronic use of each icon:

Number of icon	
1.	alt="Icon one, circled with a pink colour code that depicts the first category of data subject's rights: Obligation of the controller to inform about the processing of personal data. Image of a database symbol and a letter 'i' to provide further information."
2.	alt="Icon two. Circled with a pink colour code that depicts the first category of data subject's rights: Obligation of the controller to inform about the processing of personal data. Image of a person and a letter 'i' to provide further information."

Machine-readability II

3.	alt="Icon three. Circled with a pink colour code that depicts the first category of data subject's rights: Obligation of the controller to inform about the processing of personal data. Image of the scales depicting justice."
4.	alt="Icon four. Circled with a pink colour code that depicts the first category of data subject's rights: Obligation of the controller to inform about the processing of personal data. Image of a folder containing a sheet of paper with a section mark."
5.	alt="Icon five. Circled with a pink colour code that depicts the first category of data subject's rights: Obligation of the controller to inform about the processing of personal data. Image of a sheet of paper with a section mark together with arrows going in a circle."
6.	alt="Icon six. Circled with a pink colour code that depicts the first category of data subject's rights: Obligation of the controller to inform about the processing of personal data. Image of a calendar."
7.	alt="Icon seven. Circled with an orange-shaded pink colour code that depicts the second category of data subject's rights: Right to request and access the data. Image of a paper pad with 'correct' marks and a 'wrong' mark next to list items."

Machine-readability III

8.	alt="Icon eight. Circled with an orange-shaded pink colour code that depicts the second category of data subject's rights: Right to request and access the data. Image of a padlock and a magnifying glass."
9.	alt="Icon nine. Circled with an orange-shaded pink colour code that depicts the second category of data subject's rights: Right to request and access the data. Image of a person and a cogwheel symbolising settings."
10.	alt="Icon ten. Circled with an orange-shaded pink colour code that depicts the second category of data subject's rights: Right to request and access the data. Image of a key."
11.	alt="Icon eleven. Circled with a peach-shaded orange colour code that depicts the third category of data subject's rights: Right to rectify the data. Image of two sheets of paper with information, one with a 'correct' mark and the other with a 'wrong' mark."
12.	alt="Icon twelve. Circled with a yellow-tinted brown colour code that depicts the fourth category of data subject's rights: Right to erase the data. Image of a recycle bin."

11.

Machine-readability IV

13.	alt="Icon thirteen. Circled with a green-tinted brown colour code that depicts the fifth category of data subject's rights: Right to restrict the processing of data. Image of a wrench and a screwdriver in the form of a prohibition sign."
14.	alt="Icon fourteen. Circled with a yellow-tinted green colour code that depicts the sixth category of data subject's rights: Right to object to processing of data. Image of a prohibition sign in the form of an 'x'."
15.	alt="Icon fifteen. Circled with a blue-tinted dark green colour code that depicts the seventh category of data subject's rights: Right to data portability. Image of a database with an arrow going to another computer."
16.	alt="Icon sixteen. Circled with a blue-tinted dark green colour code that depicts the seventh category of data subject's rights: Right to data portability. Image of a database with an arrow going to a globe."

Machine-readability V

17.	**alt="Icon seventeen. Circled with a dark blue colour code that depicts the eighth category of data subject's rights: Right to know about automated decision-making, including profiling. Image of a statistical graph."**
18.	**alt="Icon eighteen. Circled with a blue-tinted black colour code that depicts the ninth category of data subject's rights: Right to complain to a supervisory authority. Image of a person and a shield inside a speech balloon."**

Colour categories

The colour categories depict and recall the data subject's rights. Data subject's rights must be expressed when using the data protection icons. The rights also give grounds to the significance and importance of each item.

Data subject's rights

I. Obligation of the controller to inform about the processing of personal data.

II. Right to request and access the data

III. Right to rectify the data

IV. Right to erase the data

V. Right to restrict the processing of data

VI. Right to object to processing of data

VII. Right to data portability

VIII. Right to know about automated decision-making, including profiling

IX. Right to complain to a supervisory authority

*Does not apply in the healthcare and social welfare sector

Examples of the use of icons I

Examples of the use of icons:

1. Data controller and contact details

The controller shall provide information about the controller, eventual representative of the controller, and their contact details.
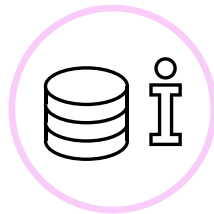
The controller:
Matti Meikäläinen
Contacts:
Address: Katuosoite 1 B 1, 00900, Helsinki
Phone number: 040-1234567
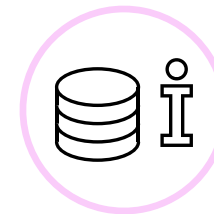Email: Matti@meikäläinen.fi

a) The space under or beside the icon should be planned to place the information relevant to each icon.

Tietosuojailmoitus

1. Data controller and contact details

The controller shall provide information about the controller, eventual representative of the controller, and their contact details.
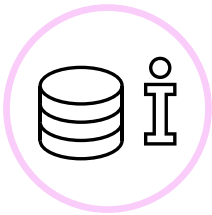
The controller:
Matti Meikäläinen
Contacts:
Address: Katuosoite 1 B 1, 00900, Helsinki
Phone number: 040-1234567
Email: Matti@meikäläinen.fi

b) The icon as a whole can also be used without its numbering, if necessary, but in that case the item numbering should be visible somewhere else in the layout.
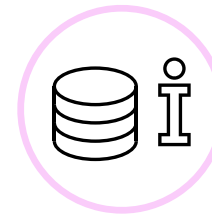
15.

Examples of the use of icons II

Examples of the use of icons:

Data controller and
contact details

Data controller and
contact details

The controller:
Matti Meikäläinen
Contacts:
Address: Katuosoite 1 B 1,
00900, Helsinki
Phone number: 040-1234567
Email: Matti@meikäläinen.fi

The controller:
Matti Meikäläinen
Contacts:
Address: Katuosoite 1 B 1, 00900, Helsinki
Phone number: 040-1234567
Email: Matti@meikäläinen.fi

c) In further simplified versions, more space can be gained by removing the colour code bar and the explanatory part, but then it is very important to ensure that the item content is otherwise sufficiently understood by the user. Each icon as such is already colour coded, and the colour categories should be expressed in the layout in order to inform about the user's rights. An example of a data protection declaration is on the next pages.

Data protection declaration

Information about the research

Description of the research:

Rekisteröidyn oikeudet

- I. Obligation of the controller to inform about the processing of personal data
- II. Right to request and access the data
- III. Right to rectify the data
- IV. Right to erase the data
- V. Right to restrict the processing of data
- VI. Right to object to processing of data
- VII. Right to data portability
- VIII. Right to know about automated decision-making, including profiling
- IX. Right to complain to a supervisory authority
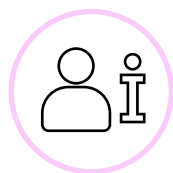- * Does not apply in the healthcare and social welfare sector

① Data controller and contact details

The controller shall provide information about the controller, eventual representative of the controller, and their contact details

② Data protection officer and contact details

The controller shall provide information about the data protection officer and their contact details.

③ Legal basis of processing

The controller shall declare the legal basis of the processing of personal data in accordance with the GDPR. The legal basis of the processing of healthcare and social welfare data can be for example a statutory task, public interest and relevant specifying legislation, or consent.

④ Primary purpose of processing

The primary purpose of processing is the purpose for which the data are collected. For example, patient data collected for the provision of treatment or care.

(5) Secondary purpose of processing

The secondary purpose of processing is any other purpose of processing than the primary purpose. For example, data collected for the purpose of providing healthcare to a patient can be used for a secondary purpose in scientific research.

(6) Period for which personal data are stored

The controller shall declare the period for which the personal data will be stored or the information necessary to determine that period. To minimise the processing of personal data, that period shall be as short as possible.

(7) Which data are collected?

The controller's obligation to inform applies to all personal data collected, including for example data collected later from other sources and data to be combined with the original data.

(8) Who has access to the data?

The data subject has a statutory right to request access to all the log data concerning their personal data.

(9) Processor of personal data

The processor of personal data processes personal data on behalf of the controller. The processing shall take place only on instructions from the controller. The responsibilities of the controller remain with the controller.

(10) Access to own personal data

The data subject has the right to obtain, free of charge, access to their own data (Article 15). The data subject has the right to obtain confirmation as to whether their personal data are being processed, and the right of access to that data.

(11) Rectification of data

The data subject has the right to request the rectification of their own personal data.

12 Erasure of data

The data subject has the right to request the erasure of their own personal data. This right does not mean that the controller always has the obligation to erase the data.

*

13 Right to restrict the processing of data

Rekisteröidyllä on oikeus pyytää henkilötietojensa käsittelyn rajoittamista.

*

14 Right to object to processing of data

The data subject has the right to object, on grounds relating to their particular situation, to the processing of their personal data, when the processing is based on public interest or legitimate interests. The controller can, however, process the personal data, if it can demonstrate compelling legitimate grounds for the processing which override the rights of the data subject.

15 Right to data portability

The right to data portability provided for in Article 20 of the GDPR is normally not applied in the healthcare and social welfare sector, because the processing is based on the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

*

16 Transfer of personal data to third countries

The data subject has the right to know if the personal data are processed in countries outside the European Economic Area or by a service provider, such as a cloud computing service, established in such a country. They have the right to know whether the level of data protection in that country is equivalent to that ensured within the EU.

17 Right to know about automated decision-making

The data subject has the right to know about automated decision-making, such as profiling. The controller has the obligation to ensure the protection of the data subject's rights and freedoms and legitimate interests in accordance with the GDPR.

(18) Right to complain to a supervisory authority

The data subject has the right to complain to a supervisory authority. In Finland, the competent supervisory authority is the Data Protection Ombudsman.

More information:

I have been asked to participate in the research [Title of the research]
I have read and understood the information above. I have been given sufficient information about the research. [The researcher] has informed me even orally about the research and answered all my questions about the research.
I understand that participation in this research is on a voluntary basis. I have the right at any time during the research to terminate my participation in the research, without any adverse consequences. No specific reason has to be given for the termination.

☐ Yes, I want to participate in the research.

_____
Date

_____
Signature and name of the research subject

_____
Signature and name of the researcher

Fonts

Fontit: Main heading:

Mulish

Regular, koko: pt 36

Heading: **Mulish**

Semi-Bold, koko: pt 24

Text: Mulish
Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer

Semi-Bold, koko: pt 18

The Mulish font is used in the main headings, headings and texts in these examples. The Inter font circled numbers are used in the numberings, but it is also possible to use plain numbers of the Mulish font. A heading is 1/3 smaller than a main heading; the body text is about 1/4 smaller than the heading (e.g. 24pt and 18pt).

Both fonts with their variations can be downloaded for free below.
Mulish: https://fonts.google.com/specimen/Mulish
Inter: https://fonts.google.com/specimen/Inter

Colours

Colors:
The batlow colour map is used in categories (downloadable map: https://www.fabiocrameri.ch/batlow/). The batlow colour map takes account of different forms of colour blindness and colour vision deficiencies.

Categories:

| #FACCFA | #FDB6BA | #EE9B64 | #C09036 | #95872C | #5B7745 | #27635F | #114260 | #060256 |

Additional category:

*

| #D1D3D4 | #BCBEC0 | #BCBEC0 | #BCBEC0 |
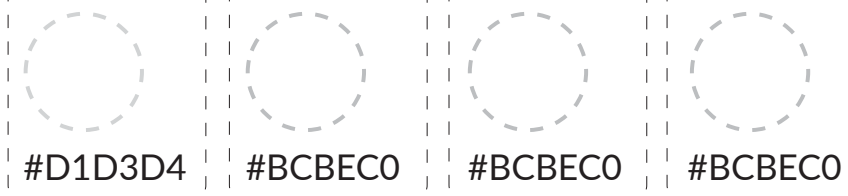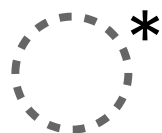
In additional categories, the colour of each category has to be taken into account in order to preserve contrast

Text:

#262626

Sizes of icons and text

Koot: The icons can be downloaded in three sizes, 64x64, 96x96 ja 128x128 (pixels). The text size in relation to the icon has to be noted w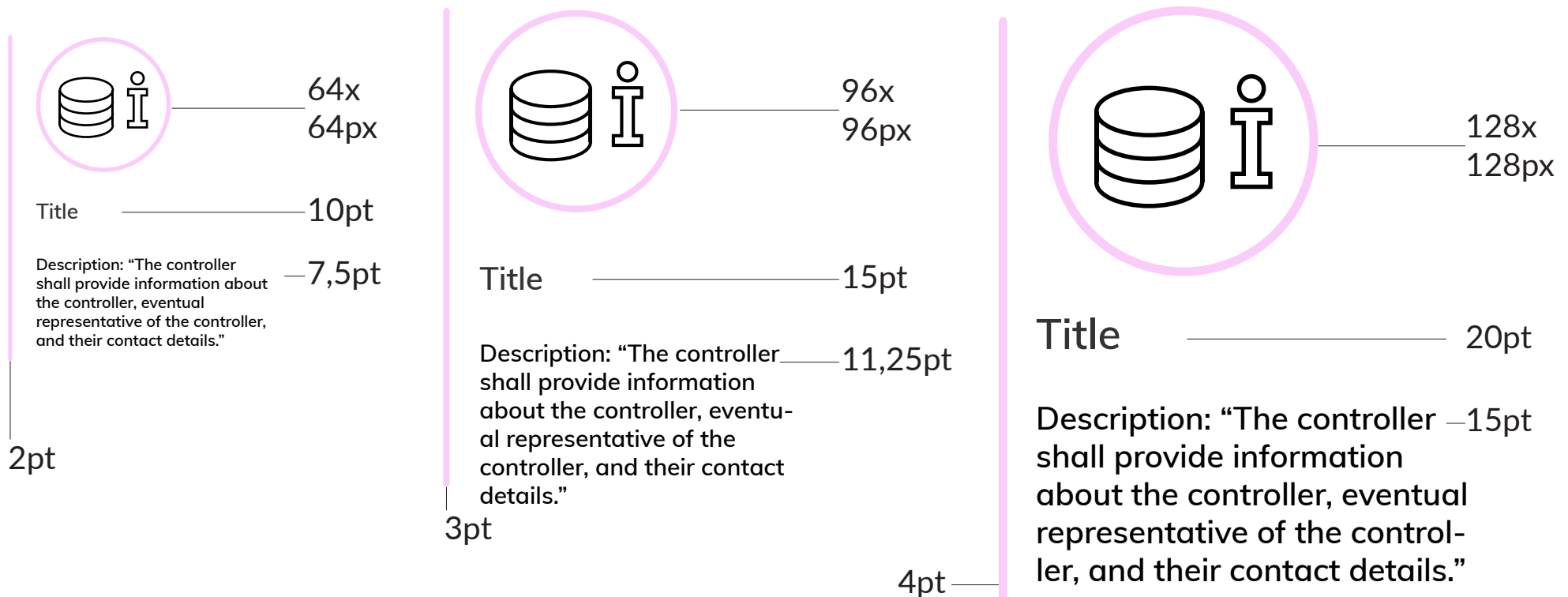hen using different sizes. For example, for an icon of 64x64, the heading is at least 10pt and the description at least 1/4 smaller than the heading, i.e. 7.5pt, and the strength of the colour code bar line is 2pt. As the icon size grows 32px, the heading grows 5pt, etc. Icons can also be used in other sizes.

64x 64px

10pt

Title

Description: "The controller shall provide information about the controller, eventual representative of the controller, and their contact details."

7,5pt

2pt

96x 96px

Title — 15pt

Description: "The controller shall provide information about the controller, eventual representative of the controller, and their contact details." — 11,25pt

3pt

128x 128px

Title — 20pt

Description: "The controller shall provide information about the controller, eventual representative of the controller, and their contact details." — 15pt
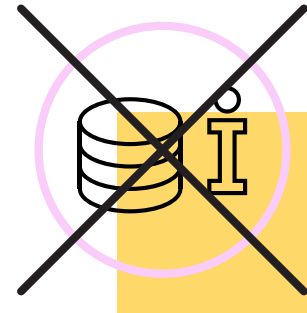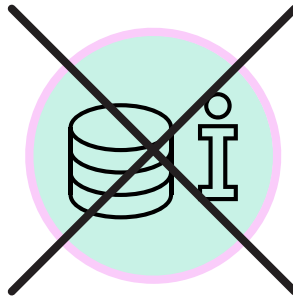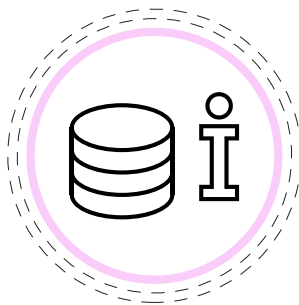
4pt

19.

The use of icons

Use
Icon background is white, and icons should not be used with a background of other colours or as a transparent icon. A space of at least twice the icon edge should be left around the icon:
64x64 px: 2pt x 2 = 4pt,
96x96 px: 3pt x 2 = 6pt
128x128 px: 4pt x 2 = 8 pt

Downloads and licenses

Downloads and licenses
The icons are provided in ai., svg. and png. formats. The icons and the related Policy recommendation and White paper can be downloaded in:

https://www.datalit.fi/tietosuojakuvakkeet/

The icons and their user experience will be developed even after publication. In case you wish to take part in developing the icons, you can find them even in GitHub, where you can make development proposals and participate. The icons are licensed under a Creative Commons Attribution-NonCommercial 4.0 International license.
https://creativecommons.org/licenses/by-nc/4.0/legalcode.fi

https://github.com/TeppoVesikukka/Tietosuojakuvakkeet

Thank you!