Privacy Notice: Holvi Pitch Lift at Slush 2026

Published: 18 November 2026
Last updated: 18 November 2026

Who is responsible for your personal data

Holvi Payment Services Oy (2193756-4, Kaikukatu 2 C 00530 Helsinki Finland) ("**Holvi**") and Keru Fintech Investments Oy (3183558-8, Kaikukatu 2 C 00530 Helsinki Finland) ("**Keru**") are independent controllers of the personal data processed in Holvi Pitch Lift. Holvi runs the event while Keru takes over only if your pitch is selected as one of the top three, deciding independently how to assess a possible investment.

Contact / Data Protection Officer: privacy@holvi.com
You can use this contact for questions about either controller and we will manage your request appropriately.

What personal data we collect about you

- Identity and contact details like your name, email, role, company name, and optionally phone or LinkedIn
- The video recording which captures your image, voice and anything you say or show, including what appears in slides or in the background (this covers co-founders and anyone else on camera) ● Company information you share like business description, revenue, funding, business ID, team members, and similar
- Evaluation data such as AI-generated transcripts, summaries, scores and notes, and jury scores and comments
- Consent and release records of what you agreed to, when, and the signed release ● If you are shortlisted or considered for investment, we will ask you for further information separately

Please do not include personal identity numbers, health, financial or other sensitive personal data, or personal data of people who have not agreed, and please do not disclose trade secrets or confidential information; we do not ask for any of this and will not use it intentionally. We also do not analyse your face, voice or body language to identify you or infer emotions or personality traits.

Purpose	Controller	Legal basis
Participating Recording your pitch, handling your entry, contacting you about the result	Holvi	Our legitimate interest To run the event and collect and evaluate entries
Screening and evaluation Transcribing and analysing pitches, AI-assisted shortlisting, jury review, and deciding whom to consider for investment	Holvi	Our legitimate interest To run a fair, efficient selection and make sound investment decisions
Marketing Using clips of your pitch in Holvi's own channels	Keru	Consent Optional and does not affect your eligibility
Legal claims, security and compliance	Holvi or Keru	Legitimate interest and legal obligation
Investment assessment For the top 3, reviewing your pitch, deciding whether to consider an investment, and contacting you	Keru	Legitimate interest To make sound investment decisions

How we use your personal data

Finnish law also requires your permission to use your image, name or voice in advertising. Each person on camera will be required to sign a separate release, which defines the channels to be used and period of processing. The release and this notice are separate. Withdrawing consent under GDPR is explained in section 9.

Artificial Intelligence

Holvi uses AI tools to transcribe pitches and produce a first-round assessment and ranking against our published criteria, with humans making all final decisions. Neither Holvi nor Keru makes decisions about you based solely on automated processing. If you think the AI screening treated you unfairly, you may ask for a human review of your pitch or contest the result (section 9). AI providers act as Holvi's processors, process pitches only on Holvi's instructions, and may not use any personal data from pitches to train their models.

Who we share your personal data with

- **Holvi:** the staff jury, event team and, for pitches where you consented, marketing team.
- **Keru:** receives your contact details, company information and pitch only if you are selected as a top 3. Pitches that do not reach this stage are not shared with Keru.
- **Service providers**: video, cloud storage, AI, and event technology providers under data-processing agreements. Available on request.
- **Advisers, authorities or courts:** where required by law or to protect legal claims.
- **Public audiences:** only if you consent to publication. Clips published online can be viewed worldwide.

We aim to process data in the EU/EEA. If a provider processes data outside it, we use appropriate safeguards and valid transfer mechanisms such as adequacy decisions, Standard Contractual Clauses, or the EU-US Data Privacy Framework.

How long we keep your data

Data	Controller	Retention
Pitches and evaluation data of non-shortlisted participants	Holvi	Deleted within 6 months after the event
Pitches of shortlisted participants who are not in the top 3	Holvi	12 months after the event, then deleted
Pitches and data of the top 3	Holvi	12 months after the event, then deleted
Data received by Keru about the top 3	Keru	Until the assessment ends, then 12 months if no investment follows. If Keru invests or enters due diligence, the data moves to a separate processing
Marketing clips published with consent	Holvi	For the period set out in your release 3 months, or until you withdraw consent, then removed from our active channels

Signed consents and releases	Holvi	For as long as needed to demonstrate compliance and handle claims

Your rights as a data subject

You have the right to:

- Access and get a copy of your data
- Have inaccurate data corrected
- Have your data erased, where the law allows
- Restrict the processing of your data
- Object to the processing of your data based on legitimate interest, including AI screening, and request human review of the result
- Withdraw consent at any time. This applies only to future use, and it does not affect earlier lawful use. We will stop using the clip in new materials and remove it from our active channels within 30 days. We cannot recall content already distributed by third parties or printed.

To use your rights towards Holvi or Keru, contact privacy@holvi.com. We will respond within one month. If you are not satisfied, you may complain to the Office of the Data Protection Ombudsman (tietosuoja.fi).

Changes

We will update this notice if anything material changes and publish it here.