



Service Description

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1 Uniofy Oy

Uniofy Oy is a company leveraging the business model of peer and platform economies to create solutions tailored to the digital era needs of trade unions and civil society organizations. Using modern technology, Uniofy provides a secure digital platform enabling individuals to organize, utilize information, and exercise their democratic rights and freedoms. Through profitable operations, Uniofy enhances the functionality of civil society, promotes democracy, respects human dignity, and upholds human rights in all countries of operation.

Uniofy's core business is software design and development. The company offers a digital platform, applications, software support services, maintenance, and ongoing development for the digitalization of organizational activities. Additionally, it provides consulting services for leadership, public relations, communication, campaigning, and process improvement in service and organizational operations.

2 Uniofy as a Service

Uniofy's customer is an organization adopting the Uniofy service. This document outlines the service package offered by Uniofy. Terms of the customer relationship are agreed upon in the service contract.

This service description is updated to reflect ongoing service development.

2.1 Uniofy's SaaS Model

1. Uniofy operates as a Software as a Service (SaaS) platform, enabling customers to digitize their operations and provide digital solutions for members, representatives, and staff.
2. SaaS refers to a cloud-based software managed by the service provider, accessed via a web browser or application, and serving multiple customers simultaneously.
3. The service includes standardized features that cannot be customized for individual customers.
4. The SaaS model provides a comprehensive package, including the Uniofy platform, application, and services for an initial and subscription fee.



2.2 Digital Trade Union

1. When a customer adopts the service, a digital operating environment that mirrors the customer's membership and organizational structure is created on the Uniofy platform – a digital trade union.
2. The customer can digitize its core services and functions using the service and centralize them in one location, making them accessible via smartphone and web browser.
3. The service enables the customer to crowdsource data processing, collection, and updates. The customer gains access to a continuously updated organizational overview and metrics to enhance organizational work and leadership.
4. The service provides digital features that help maximize member engagement, membership numbers, retention, support, and services.
5. Using the service, the customer can replace existing systems, improve productivity, crowdsource activities, facilitate the work of members and representatives, and streamline staff workflows.

2.3 The Uniofy Application

1. Customers receive a customized Uniofy application branded to their organization.
2. The application's users include members, representatives, staff, and, to a limited extent, potential members.

3. Access to the application is enabled through strong authentication, with user permissions tied to roles and representative positions.

2.4 Peer-Based Service Model

1. The service operates on a peer-based model that fosters interaction among members, representatives, and staff.
2. Through the application's peer exchange functionality, members, representatives, and staff create organizational and advocacy value for each other.

2.5 Data Integration

1. Data integration refers to actions taken to connect and transform essential member registry data into a format suitable for the service.
2. Uniofy collaborates with the customer to draft a plan detailing the necessary actions and schedule for data integration. The terms of data integration are outlined in the service contract.
3. To enable data integration, Uniofy conducts a quality assessment of the customer's member registry data (e.g., organizational structure, workplace affiliations, naming conventions). If needed, the customer is responsible for rectifying and harmonizing data within its member registry.
4. Uniofy executes data integration by linking the Uniofy platform and the customer's member registry via a software interface.
5. During data integration, it is defined which data will flow unidirectionally or bidirectionally between the Uniofy platform and the member registry.
6. Uniofy performs integration testing in collaboration with the customer.
7. Any additional integrations with the customer's other systems are planned and priced separately. Similarly, post-implementation changes, such as modifications to the customer's member registry interface or adjustments to data flow definitions, are priced separately.

2.6 Service Implementation

1. Uniofy provides admin-level access to the customer, allowing their administrator to activate the service through authentication. The admin user activates the union page and inputs staff information.
2. Following data integration and service implementation, user profiles for the customer's members, representatives, and staff are created in the service. However, these profiles remain inactive until the users activate them. The service's operational logic and data management rely on the user profiles within the system.

2.7 Application Rollout

1. Application rollout involves activating the user profiles within the service by registering as a user.
2. After implementation, the Uniofy application is accessible to the customer's user base via specific web portal.
3. Uniofy collaborates with the customer to create a plan for application rollout, user activation, and user base expansion.
4. The customer is primarily responsible for promoting the application's adoption. Adopting the service introduces changes to operational practices, which require training, guidance, and planned supervision.
5. Uniofy provides basic training for staff on application rollout and onboarding members and representatives to use the application. The terms of basic training are defined in the service contract.
6. Additional training sessions are agreed upon and priced separately.

2.8 User Activation and Growth

1. The service's operational logic ensures that the interaction, peer functionality, and communication enabled by the platform and application organically promote application adoption and use. The service's features meet user needs, solve problems, and facilitate meaningful and effective actions, encouraging others to adopt the application.
2. The primary target groups for user base expansion are representatives and staff, as they are the best peer marketers of the service. The more representatives and staff use the application's features, the more reasons the broader user base has to adopt it.
3. Uniofy utilizes user analytics and data to assist the customer in boosting user activity across different user groups. Uniofy can execute digital marketing campaigns to expand the user base in collaboration with the customer. Such campaigns are planned and priced separately.

2.9 Maintenance

1. Maintenance includes actions that ensure the customer and users always have access to an updated software service per the SaaS model. The customer does not need to handle maintenance themselves.
2. Uniofy is responsible for the technical operation, reliability, management, and architecture of the platform and application. Maintenance ensures that members, representatives, and staff can access up-to-date and secure features. Maintenance also covers server and application security and backups.

2.10 Support Services

1. Support services refer to technical assistance provided to the customer's designated administrators. The availability of support is described in the service-level agreement.
2. Uniofy provides general support materials to guide users in using the service.

2.11 Continuous Product Development

1. Continuous product development refers to ongoing efforts to create digital solutions that address customers' organizational needs.
2. Thanks to the SaaS model, Uniofy acts as an outsourced product development unit, channeling expertise and financial resources into continuous development. Customers do not need to conduct their product development but receive it as a service. The service delivers digital tools and features that individual customers could not develop or maintain independently.
3. The SaaS model enables agile development and service design. Customers and users benefit directly from the continuous development and updating of features. The development of the platform and application features is user-driven, based on feedback collected directly from users. By analyzing and utilizing this data, future needs can be anticipated, and the adoption and development of new features and methods can be optimized.
4. Uniofy's development team oversees product development.
5. To support development, Uniofy creates a development community comprising service users. The community's task is to test and improve the platform's and application's functions, features, and service design. Customers can participate in product development through the development community. Representatives of the customer's staff, representatives, and members may join the community.

2.12 Data Protection

1. Data protection refers to the individual's right to their personal data and the safeguarding of their privacy during data processing. The service is provided in compliance with current laws, regulations, and best practices.
2. The customer acts as the data controller of the processed personal data and can use the service to demonstrate compliance with data protection regulations. The customer authorizes Uniofy to process personal data on their behalf to the extent required by the service. For the service, Uniofy acts as the data processor of the customer's personal data.

3. The customer is responsible for ensuring they have all necessary rights and consents for processing and transferring data (including personal data) to the service, regardless of whether the customer or Uniofy processes the data. Additionally, the customer is responsible for ensuring that their written instructions to Uniofy comply with data protection regulations.

2.13 Information Security

1. Information security refers to protecting information, services, systems, and communications. Key aspects of information security include availability, confidentiality, and integrity. The service is provided in compliance with current laws, regulations, and best practices.
2. Through the service, the customer can enhance various aspects of information security in their organizational activities, including information availability, confidentiality, integrity, identification, and authentication.

3 Service Content

The service content comprises the following standardized features. Pricing is defined in the service agreement. Uniofy cannot be customized for individual customer needs.

3.1 User Interface

1. Activation using strong authentication, unless otherwise agreed with the customer.
2. Acceptance of terms and conditions.
3. Use of functional features with a user profile.
4. Management of one's personal profile.
5. Role-based access rights for members, representatives, campaign team members, and staff.
6. Pages for employers, workplaces, and collective agreements.
7. Pages for trade union branches and unions.
8. Search functionality for personal profiles, employers, workplaces, trade union branches, corporate groups, workplace groups, and collective agreements.
9. Language options: Finnish, Swedish, English.
10. Customizable appearance aligned with the union's branding.

3.2 Activity Feed and Navigation

1. Chronological compilation of activities on a timeline.
2. Past and upcoming events and activities.
3. Direct access to functionality from activity stream notifications.
4. Navigation on mobile devices:
 - a. Top bar with main search and user menu.
 - b. Bottom bar with messaging feature, campaign center (if the user has access rights to the feature), and side menu, along with registry functions (if the user has access rights to the function).

- c. Scroll bar with membership card, union links, and contact options.
5. Navigation in desktop view:
 - a. Top bar with main search, messaging feature, campaign center (if the user has access rights to the feature), side menu, user menu, and registry functions (if the user has access rights to the function).
 - b. Side menu with membership card, union links, and contact options.

3.3 Communication

1. Call functionality utilizing the user's phone or computer's calling feature.
2. Messaging functionality through in-app messages.
3. Group messaging functionality through in-app messages.
4. Contact the union.
5. Activity stream notifications regarding user-related events.
6. Email notifications about user-related events.
7. System messages.
8. Two-factor authentication via text message for certain functions.
9. Creation, editing, and sending of announcements by the trade union branch/association.

3.4 Campaign Center

1. Creation of campaigns.
2. Listing of ongoing or completed campaigns.
3. Editing of campaigns.
4. Management of target groups.
5. Dashboard with key metrics.
6. Filtering of organizational and campaign data.
7. Search functionality.
8. Use of workplace mapping in campaign work.
9. Management of meetings.
10. Discussions via calls and in-app messages.
11. Identification of potential leaders.
12. Creation of a campaign team.
13. Inviting leaders to join the campaign team.
14. Editing the campaign team.
15. Access rights for campaign leaders.
16. Access rights to campaign tools.
17. Creation, implementation, and analytics of surveys and petitions.

3.5 User Profile

1. Profile card.
2. Basic information.
3. Membership details.
4. Employment, workplace, and employer information.
5. Representative positions.
6. Union-provided training.

3.6 Workplace Site

1. Workplace card:
 - a. Workplace metrics.
2. Basic information.
3. Representatives.
4. Campaigns.
5. Mapping
 - a. Creation and maintenance of the organizational overview.
 - b. Management of the workplace structure.
 - c. Adding, detaching, and transferring individuals.
 - d. Adding potential members.
 - e. Person search.
 - f. Filtering function.
 - g. Management of activities using the profile card.

3.7 Employer Site

1. Employer card.
2. Basic information.
3. Workplaces.
4. Employees.
5. Unassigned employees.
6. Representatives.
7. Collective agreements.
8. Employer's unassigned employees (union employees and representatives).
9. Management of workplace access rights (union employees).

3.8 Trade Union Branch/Association site

1. Trade union branch/association card.
2. Basic information.
3. Representatives.
4. Members.
5. Workplaces.
6. Creation, editing, and sending of newsletters.
7. Union Branch membership benefits.

3.9 Collective Agreement Site

1. Name of the collective agreement.
2. Link to the collective agreement.

3.10 Union Site

1. Union card.
2. Board of directors.
3. Council.
4. Offices.
5. Union metrics for workplaces (union staff).

3.11 Registry

1. Concerns
2. Workplace Groups

3.12 Admin Panel for Admin Users

1. Editing the union's basic information.
2. Managing union staff and access rights.
3. Editing union board members.
4. Editing union council members.
5. Editing union offices.
6. Managing collective agreements.
7. Managing main page links.
8. Managing admin users.
9. Uniofy user count.
10. Managing union-specific environment settings.
11. Union "blacklist" for restricting system access for specific users.
12. Managing union training.
13. Uniofy version information.

4 Development: New Features

The service is developed with new features to meet the needs of customers and users. New features are built within the constraints of development resources.

5 Consulting Services

Uniofy provides tailored consulting services agreed upon separately. Consulting projects are planned and priced individually.