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This is the Enarra Memo data export page as it was while this version of the terms and the data processing agreement was in force (archived on 4 November 2026). An archived version is never changed.

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Data export and portability

Version 2026-11-04 · in force from 4 November 2026

This description applies to the production service and takes effect together with the terms of service.

The service provider is Enarra Oy (Business ID 3664892-5), “Enarra”. Enarra provides a software service called Enarra Memo (formerly Tarumo). The Customer’s data belongs to the Customer. This page says which data can be exported, in which formats and structures, how an export is made and requested, what technical limitations apply and when the data is deleted. It is the description of switching and porting procedures under Article 26 of the EU Data Act (2023/2854) and the online register of data structures and formats. It is based on section 9 of the terms of service and section 17 of the data processing agreement. Where the texts differ, the contract applies.

This page is archived with each version of the terms of service under the same version identifier. The contract is governed by the version archived with the terms the Customer accepted. Every file carries the version number of its structure (`schemaVersion`).

In short

- An administrator can export the published knowledge cards at any time during the contract as Markdown and JSON, and all exportable data as one ZIP file. Export is free of charge.
- After the contract ends there is an export (retrieval) period of at least 30 days. If you switch to another service, the service first continues for a 30-day transition period (section 12 a of the terms of service).

- If an administrator cannot download the data themselves, Enarra delivers it on request as JSON within 14 days.
- Enarra charges no switching or data transfer fees.

What an administrator can export in the service

Data	Format	Where
Published knowledge cards and their archived versions with sources (the expert or "Former expert", and dates), and the cards' warnings about outdated or incorrect information without the reporter's details	JSON and Markdown	Organization page, Data export
All data in one file: the published knowledge cards as above; key persons and their areas of expertise (departure date and its confirmation, criticality, sole expert, successor and link to a knowledge pack); the Customer's own knowledge packs and the Customer's changes to Enarra's packs, with their versions, and the pack suggestions sent by experts in Mapping; coverage by area of expertise and by sub-area; users and their roles, the accountant, teams, team challenges, reward settings and the organisation's other settings; the organisation's whole log, except card views and card reports; read and "useful" counts per card as monthly totals (at least three reader-days), with no information about the readers	ZIP file of JSON files	Organization page, Data export, Download all data
The organisation's log as CSV (at most the 10,000 newest events), except card views and card reports	CSV	Log page
The Mapping final report, if the Customer has had a Mapping	Markdown	Mapping page, Final report

Data	Format	Where
Invoices	PDF	Invoices on the Organization page (customers who pay by invoice) or the Stripe payment portal (customers who pay by card, once online ordering is open). The accountant can download them too.

In addition, an interviewee can download the texts of their own interviews from the Interview page as Markdown or JSON for as long as they are kept (structure below). No one else can download them.

Technical limitations

- Export is also available while the service is suspended for non-payment, and after the contract ends until the end of the retrieval period.
- Downloading all data needs a sign-in from the last 15 minutes. An organisation can download all data at most five times an hour and one download at a time, and a download is stopped if it takes longer than 10 minutes.
- The log CSV has at most the 10,000 newest events. The whole log is in the ZIP file with no row limit.
- Downloads made in the service are written to the organisation's log. When invoices are downloaded from the Stripe payment portal, only the opening of the portal is logged.

What Enarra delivers on request

If an administrator cannot download the data themselves, for example because the organisation no longer has an administrator who can access the service, Enarra delivers the content of the Download all data file on request as JSON within 14 days at the latest. If a request is made during the export or retrieval period, Enarra delivers the data even if delivery falls after the period ends, and does not delete it before delivery.

What is not exported, and why

The following categories of data are not part of the Customer's export. This does not prevent switching: the content meant for the organisation's use moves as the published knowledge cards and the data listed above.

Category	How it is handled	Why it is not exported to the Customer
Interview texts and audio recordings, undecided card drafts and draft mapping proposals	Short-lived working material of the interview, visible in the service only to the interviewee. The interviewee can download their own interview texts. An interview text is deleted when the card made from it is approved or rejected, and at the latest 30 days after the interview ended. An audio recording is deleted by default 30 days after transcription.	The Customer, as controller, has defined the material as the interviewee's working tool, not as the organisation's material (sections 5 and 6 of the data processing agreement). The knowledge meant for the organisation moves as approved knowledge cards. Free-form answers may contain information that it is not necessary to disclose to the employer under section 3 of the Finnish Act on the Protection of Privacy in Working Life. This does not limit the interviewee's own rights.
Personal points, levels, achievements and reward choices	Visible only to the person themselves. Incentives are off by default. The settings of team challenges and rewards are exported.	The data is collected for the person's own use. Disclosing it to the employer would make it material suited to evaluating employees, which section 3 a of the terms prohibits, and would breach purpose limitation (Article 5(1)(b) of the GDPR) and section 3 of the Act on the Protection of Privacy in Working Life.
Individual card view rows (who opened which card and when)	Exported only as monthly totals per card (at least three reader-days in the month) with no information about the readers (above). The rows are kept for 12 months to investigate security (section 5 of the data processing agreement). A person receives their own rows under section 13 of the data processing agreement.	Reading data per person would tell the employer who read what and would be suited to monitoring employees (section 3 a of the terms, section 3 of the Act on the Protection of Privacy in Working Life). The organisation's need to know how the cards are used is met by the totals.

Category	How it is handled	Why it is not exported to the Customer
Who reported a card	Reports are exported without the reporter.	The reporter's identity is not needed to correct the card, and keeping it confidential protects the reporter.
Filtered content	Not stored.	There is nothing to export.
Search index vectors	Computed from the published cards and deleted with them.	The vectors depend on the model and settings Enarra has chosen and are of no use in another service. They can be recomputed from the exported cards. Exporting them would reveal Enarra's technical implementation.
The AI's prompts and the intermediate results of the risk calculation	The service's internal workings. The result is shown in the coverage data.	Enarra's trade secrets and intellectual property, which are not exportable data (Article 2(38) of the Data Act).
The service's technical log and Enarra's administration log	Enarra's own processing for the service's security (privacy notice). What the Customer's users do is in the organisation's log, which is exported.	The log concerns the service's infrastructure and may contain other customers' data. Disclosing it would weaken the service's security.
Enarra's general knowledge packs	The Customer's changes to them are exported.	Enarra's intellectual property.

File formats and structure

All files are in commonly used, machine-readable formats: JSON (UTF-8), Markdown (UTF-8), CSV (UTF-8, comma-separated) and PDF. The structure of the knowledge card JSON file is a contract and is described here. The Markdown file carries the same content for people to read, and its layout is not a contract.

The knowledge card JSON file (version 1)

- **File name:** `tarumo-<organisation id>-tietokortit-YYYY-MM-DD.json` (the day of the export, Finnish time). Media type `application/json; charset=utf-8`.

- **Versioning:** the `schemaVersion` field is an integer. Adding a field does not change the version, and a reader must ignore fields it does not know. Removing or renaming a field, or changing its meaning, raises the version, and this page is updated at the same time.

Field	Type	Meaning
`schemaVersion`	integer	The version of the structure (now `1`).
`generatedAt`	string	The moment of the export, ISO 8601 (UTC).
`organization`	object	`{ name, slug }`: the organisation's name and id.
`cardCount`	number	The number of current cards (archived versions are not counted).
`cards`	array	The current cards, sorted by area, category and title.

A card (an element of the `cards` array):

Field	Type	Meaning
`id`	string (uuid)	The card's id. Stable: a later export has the same id for the same version.
`title`	string	The title the expert approved.
`items`	string array	The points of the card, in the expert's words, in order.
`source`	object	`{ name, publishedAt }`: the expert's name as it was when the card was approved, and the moment of approval (ISO 8601).
`topic`	object	`{ area, category }`: the area of expertise and the knowledge pack category, or `null` when the area has no pack.
`locale`	string	The language the card was written in (`fi`, `en`).
`status`	string	`published` for a current card.
`provenance`	object	The machine-readable marking under Article 50(2) of the AI Act: `{ aiAssisted, assistedBy, approvedBy, approvedAt }`. The card's

Field	Type	Meaning
		text was made from an AI draft that the expert approved (`aiAssisted` is always `true`).
`warning`	object or null	The warning every member sees on the card: `kind` (`marked` or `reported`), `reason` (`outdated` or `incorrect`), `on` (the day, YYYY-MM-DD) and `note` (in the reporter's words, or null).
`history`	array	Earlier versions the card replaced, newest first. The fields `id`, `title`, `items`, `source`, `topic`, `locale`, `provenance` and `archivedAt`.

The file never contains drafts or rejected cards, reporters' details, user ids or email addresses, read counts or "helpful" marks. It holds no personal data other than the name of the card's source.

The all-data ZIP file (version 1)

- **File name:** `tarumo-<organisation short name>-vienti-YYYY-MM-DD.zip` (the day of the export in Finnish time). Media type `application/zip`. An ordinary ZIP file (Deflate compression, UTF-8 names) that any unzip program can open.
- **Content:** JSON files (UTF-8). Each has the fields `schemaVersion`, `generatedAt` and `organization` (`{ id, name, slug }`), except `cards.json`, which is the same as the knowledge card JSON file above. Instants are ISO 8601 (UTC) and days YYYY-MM-DD. People are referred to by an id (`userId`) that is the same in every file.
- **Versioning:** as for the knowledge card file. The structure's version is in `manifest.json`.

File	Content	Fields
`organization.json`	The organisation's settings (industry, audio retention, incentives, status), the package and key person limit, the Microsoft Teams settings, the Entra ID provisioning settings, HR connectors and API keys without any secrets.	`settings { industry, audioRetentionDays, incentivesEnabled, status, eraseAfter, createdAt }`, `plan { package, keyPersonLimit, keyPersonsUsed, startsOn, endsOn, invoiceReference }` or `null`, `microsoftTeams { enabled, allowedTenantIds }`,

File	Content	Fields
		`entraProvisioning { entraTenantId, tenantConfirmed, defaultRole, groupRoles }, hrConnectors[] { id, kind, name, enabled, settings, hasCredentials, lastSyncAt, lastStatus }, integrationTokens[] { id, kind, name, scopes, createdBy, createdAt, expiresAt, lastUsedAt, revokedAt }`
`users.json`	Members with their roles and the days they joined and were removed (a removed member's name and address are no longer shown), open invitations and the accountant.	`members[] { userId, name, email, role, status, joinedAt, removedAt }, invitations[] { id, email, role, expiresAt, expired }, accountants[] { userId, name, email, status, since, removedAt, removedReason }`
`key-persons.json`	Key persons (archived ones too), their departure details (type, day, confirmation and successor) and their areas of expertise (criticality, sole expert and the linked knowledge pack).	`keyPersons[] { id, displayName, jobTitle, startYear, userId, teamId, createdAt, archivedAt, departure { type, date, confirmed, successor { userId, name } }, areas[] { id, name, criticality, soleExpert, pack { packId, packKey, version, locale, name, own }, createdAt, archivedAt } }`
`coverage.json`	Coverage by area of expertise: the linked pack, the covered and all sub-areas, the share, and each sub-area with when it was covered.	`areas[] { areaId, areaName, keyPersonId, keyPersonName, pack, covered, total, share, categories[] { key, name, covered, coveredAt } }`
`packs.json`	The Customer's own knowledge packs and the	`packs[] { id, packKey, basedOn { packId, packKey }, createdAt,`

File	Content	Fields
	Enarra packs the Customer has changed, with all their versions and sub-areas, unfinished pack drafts and the pack suggestions sent by experts in Mapping. Enarra's general packs only as named references.	`versions[] { id, version, locale, name, description, vocabulary, reviewStatus, reviewedBy, contentHash, basedOnVersion { packKey, version }, createdAt, categories[] { key, position, name, description, questions } } }, drafts[] { id, packKey, packId, origin, locale, content, aiUnreviewedCategoryKeys, moderationStatus, revision, createdAt, updatedAt }, mappingSuggestions[] { id, author { userId, name }, locale, fit, targetPackKey, content, receivedOn, status, draftId, createdAt }`
`incentives.json`	Teams, team challenges as they were set up, reward settings and the reward granters. No challenge results, personal points or achievements.	`enabled, teams[] { id, name, createdAt, archivedAt }, challenges[] { id, title, teamId, teamName, target, startsOn, endsOn, rewardText, createdAt, archivedAt }, rewards[] { id, achievementKey, rewardText, createdAt, archivedAt }, rewardGranters[] { userId, name, assignedOn }`
`cards.json`	The published knowledge cards, in the knowledge card JSON structure.	`schemaVersion, generatedAt, organization, cardCount, cards[]`
`card-usage.json`	Each published card's read counts and "useful" marks per calendar month, with no	The card's id and title and its months: `month` (YYYY-MM), read counts and "useful" marks. A

File	Content	Fields
	information about the readers or the card's author. Only completed months in Finnish time are included. A month is released only if the card had at least three reader-days in it; other months are not released at all, and their figures are not carried over to other months. Reads are counted per day: the Service aims to count the same reader once per card and day, but a restart of the Service can count them again the same day. The author's own reads are not counted. One person reading on three different days also meets the condition, and the administrator cannot tell it from three readers. The reads of a released month do not change in later exports, but the number of "useful" marks can go down if a mark is withdrawn or a user's data is erased, and a card leaves the file when it is corrected or withdrawn.	card with no month to release is listed with no months.
`audit-log.json`	The organisation’s whole log, newest first, with no row limit: time, event, who, target and the event’s details. No card views and no card reports.	`entries[] { id, at, action, actorUserId, actor, targetType, targetId, target, metadata }`
`manifest.json`	Last: the structure’s version, the time of the export, the organisation, each file’s name, number of records, size in bytes and SHA-256 hash, and	`format, schemaVersion, generatedAt, organization, documentation, files[] { name,`

File	Content	Fields
	the lists of what the file leaves out and what Enarra delivers on request.	`records, bytes, sha256 }, excluded, onRequest`

The file is made at the moment of the download, and no copy stays with Enarra. The files are read one after another: if data changes during the download, the change may show in one file and not in another. Fields without a value are `null`. A reader must ignore fields it does not know.

Other files

- **Log (CSV):** one row per event, newest first. Columns: Time (Finnish time), Who, What, Target and Details, in the user's language. The file starts with a UTF-8 byte order mark (BOM) and every field is quoted. It holds at most the 10,000 newest events.
- **Mapping final report (Markdown):** a report with figures for the whole organisation and for packs only, not for individual employees.
- **JSON files delivered on request:** the same structure as the all-data ZIP file.

The interviewee's own interview texts (version 1)

- **File name:** `tarumo-<organisation id>-haastattelusi-YYYY-MM-DD.md` or `.json`. Only the interviewee can download them, and they contain only the interviews whose text is still kept.
- **JSON structure:** `schemaVersion` (`1`), `generatedAt`, `organization { name, slug }` and `sessions[] { id, startedAt, endedAt, status, locale, area, category, mapping, turns[] }`, where `turns[] { position, kind, source, text, at, polished, pendingCheck }`. A filtered answer is never in the file.

How to request an export, a transfer or deletion

Send a written request to sales@enarra.fi from the address of an administrator of the organisation. Give the organisation's name and say what you want: an export of the data, a transfer to another service or to your own systems, or deletion only.

Enarra confirms the request and delivers the requested JSON files within 14 days at the latest.

When a switch to another service is requested, the notice period is two months or a shorter period the Customer gives. A 30-day transition period follows, during which the service works normally,

and then a retrieval period of at least 30 days. The Customer can extend the transition period once. Enarra gives reasonable help with the switch (section 12 a of the terms of service).

If the contract ends without a switching request, administrators can export the data for at least 30 days after the end. The service shows administrators the date by which the export must be made.

During the contract and until the end of the retrieval period an administrator can export the knowledge cards, all data as a ZIP file, the log and the reports themselves, without any request.

Deletion after the retrieval period

- After the retrieval period Enarra deletes the organisation's data permanently within 30 days at the latest and confirms the deletion in writing on request (section 12 of the terms of service). The data is gone from backups at the latest 36 days after the deletion.
- After deletion, only these are kept: the invoices, vouchers and billing data that belong to Enarra's own bookkeeping, for the retention periods of the Finnish Accounting Act and VAT Act, in practice at least six years from the end of the year in which the financial year ends (the financial statements and the list of accounts ten years; the calculation is checked before the first invoice); the organisation's name and identifier and a record of the deletion; Enarra's own administration log as set out in the privacy notice; the deletion records without names or addresses for at most 40 days; and the block list of bounced email addresses as hashes.
- Interview texts, recordings and unapproved drafts are deleted without being returned to the Customer. The interviewee can download their own texts for as long as they are kept.

Questions

Questions about export can be sent to sales@enarra.fi. Data location is described on the page Data location and access by authorities.