PRIVACY POLICY/NOTICE

FOR SCIENTIFIC RESEARCH

EU General Data Protection Regulation

Art. 13 and 14

Date: 13.5.2020

**Information for Research Participants**

You are taking part in a scientific study organized by the Turku University of Applied Sciences (later TUAS), RDI-project called “Immersive Audio Box”, funded by Business Finland, Finnish government organization for innovation funding. This notice describes how your personal data will be processed in the study.

Participation in the study is voluntary. There will be no negative consequences for you if you choose not to participate in the study or if you withdraw from the study. For more information on your rights and how you can affect the processing of your personal data, please see section 17 of this notice.

# Data Controller

Controller: Turku University of Applied Sciences (in Finnish: Turun ammattikorkeakoulu Oy)

Address: Joukahaisenkatu 3, FIN-20520 Turku, Finland, email kirjaamo@turkuamk.fi

Contact person in matters concerning the project:

Name: David Oliva

Address: Turku University of Applied Sciences, Joukahaisenkatu 3, FIN-20520 Turku, Finland

Tel.: +358 40 080 7594

E-mail: david.oliva@turkuamk.fi

# Description of the study and the purposes of processing personal data

In this study, we collect your personal preferences regarding audio quality in videos. The idea of the study is to compare the consumer perception and conception of two different ways of presenting audio within videos. For that purpose, the study presents you a set of videos always in two different audio formats. Our goal is to know which one of the two audio formats you liked most. Furthermore, and in order to give validity to the results obtained, once you have rated all the videos, the study asks your age, country where you have lived most of your life, and very importantly, how much time on average you watch videos in social media and streaming platforms.

# Parties and their responsibilities in research collaboration

The research project is conducted solely by Turku University of Applied Sciences, and there is no research collaboration. Turku University of Applied Sciences is the only organization involved in the study.

# Principal investigator or research group

Name: Research Group Futuristic Interactive Technologies. led by Dr. Mika Luimula

Address: Turku University of Applied Sciences, Joukahaisenkatu 3, FIN-20520 Turku, Finland

Tel: +358 40 355 0839; E-mail: mika.luimula@turkuamk.fi

# Contact details of the Data Protection Officer

You can contact the data protection officer of TUAS by sending an e-mail to the address tietossuoja@turkuamk.fi

# Persons processing personal data in the study

Researcher David Oliva plus the research assistants.

# Name, nature and duration of the study

The name of the research project is “Immersive Audio Box”. It is a one-time research. The duration of the project is two years until 31.8.2021, but it might be lengthened by about a year with the consent of the funding institution.

# Lawful basis of processing

Personal data is processed on the following basis, which is based on Article 6(1) of the General Data Protection Regulation:

Performance of a task carried out in the public interest or in the exercise of official authority vested in the controller: scientific purposes.

#  Personal data included in the research materials

Age, Country, Use or not of headphones during the test, Type of device used during the test, Averaged time spent watching videos in streaming platforms, Averaged time spent watching videos in social media platforms, Averaged time spent watching video game streams, Payment of premium content in streaming services, and Personal opinion regarding need of improved quality audio in videos streamed in Internet.

#  Sensitive personal data

No sensitive personal data will be processed in the study.

# Sources of personal data

No other sources of personal data will be used than the questions stated directly to the respondent during the study.

#  Transfer and disclosure of the personal data to third parties

The aggregated results of this research project will be presented and published but so that no person is identifiable.

#  Transfer or disclosure of personal data to countries outside the EU/European Economic Area

It is possible that aggregated results of this research project will be presented and published also outside EU/European Economic Area, but so that no person is identifiable.

#  Automated decisions

No automated decisions are made concerning the data.

#  Safeguards to protect the personal data

Processing of direct identifiers: all direct identifiers will be removed in the analysis phase.

#  Processing of personal data after the completion of the study

The research material will be archived without any direct identifiers.

#  Your rights as a data subject, and exceptions to these rights

The contact person in matters concerning the rights of the participant is the person mentioned in section 1 of this notice.

Withdrawing consent (GDPR Article 7)

You have the right to withdraw your consent, provided that the processing of the personal data is based on consent. The withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

Right of access (GDPR Article 15)

You have the right to obtain information on whether or not personal data concerning you are being processed in the project, as well as the data being processed. You can also request a copy of the personal data undergoing processing.

Right to rectification (GDPR Article 16)

If there are inaccuracies or errors in your personal data undergoing processing, you have the right to request their rectification or supplementation.

Right to erasure (GDPR Article 17)

You have the right to request the erasure of your personal data on the following grounds:

1. The personal data are no longer necessary for the purposes for which they were collected or otherwise processed.

1. You withdraw the consent on which the processing was based, and there are no other legal grounds for the processing.

1. You object to the processing (the right to object is described below), and there are no justified grounds for the processing.

1. The personal data have been unlawfully processed, or

1. The personal data must be erased to comply with a legal obligation in Union or Member State law to which the controller is subject.

The right to erasure does not apply if the erasure of data renders impossible or seriously impairs the achievement of the objectives of the processing in scientific research.

Right to restriction of processing (GDPR Article 18)

You have the right to restrict the processing of your personal data on the following grounds:

1. You contest the accuracy of the personal data, whereupon the processing will be restricted for a period enabling TUAS to verify their accuracy.

1. The processing is unlawful and you oppose the erasure of the personal data, requesting the restriction of their use instead.

1. The TUAS no longer needs the personal data for the purposes of the processing, but you need them for the establishment, exercise or defence of legal claims.

1. You have objected to processing (see details below) pending verification of whether the legitimate grounds of the controller override those of the data subject.

Right to data portability (GDPR Article 20)

You have the right to receive the personal data you have submitted to the TUAS in a structured, commonly used and machine-readable format and have the right to transmit these data to another controller without hindrance from the TUAS, provided that the processing is based on consent or a contract, and the processing is carried out by automated means.

When exercising your right to data portability, you have the right to have your personal data transmitted from one controller to another, where technically feasible.

Right to object (GDPR Article 21)

You have the right to object to processing your personal data, provided that the processing is based on the public interest or legitimate interests. The TUAS will no longer have the right to process your personal data unless it can demonstrate compelling legitimate grounds for the processing that override the interests, rights and freedoms of the data subject, or unless it is necessary for the establishment, exercise or defence of legal claims. The TUAS can continue processing your personal data also when necessary for the performance of a task carried out for reasons of the public interest.

Derogating from rights

In certain individual cases, derogations from the rights described here may be made on the basis of the GDPR and the national law, insofar as the rights render impossible or seriously impair the achievement of scientific or historical research purposes or statistical purposes. The need for derogations will always be assessed on a case-by-case basis.

Right to lodge a complaint

You have the right to lodge a complaint with the Data Protection Authority if you think your personal data has been processed in violation of applicable data protection laws.