



Aalto University

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## Resourceful Sharing - Privacy Notice

This privacy notice describes how your personal data will be used in the research study as a participating individual. You have also been provided with a document called “Participant Information Sheet”, which explains in more detail how the study is carried out.

### 1. What is being studied in this research study and the purpose of processing personal data

This research study advances the regional business by co-developing sharing models in the existing building stock of learning and innovation spaces to improve the efficient and effective use of resources in a network of companies, the university, and the city; and develops the peer-to-peer activities and accelerates the efficient and effective use of resources in the regional ecosystem. The research and development activities are done in pilots, in which data is collected on users’ needs, business processes, and on the ecosystem via workshops, interviews, observations, and existing material. The research is conducted by Aalto University (Faculty of Built Environment and Learning Services) and Aalto University Campus & Real Estate (ACRE) on the Aalto University campus. This research is co-funded by European Union via the EU regional and structural policy program, admitted by Helsinki-Uusimaa Regional Council. Aalto University and ACRE act as joint controllers for the information provided by the participants who receive this privacy notice.

### 2. What personal data is processed in the research study

#### Interviews

Participants' names and contact details are collected to agree and schedule a research occasion. Before starting the data collection in the research occasion, the consent of the participant is collected either on paper or electronically. In the research occasion, the participant's role and position in the organization, the participant's role in the researched space, and the given answers and contents given by the participants are collected. The given answers and the contents are recorded and/or videotaped, and transcribed for analysis.

#### Workshops

Participants' names and contact details are collected to agree and schedule a research occasion. Before starting the data collection in the research occasion, the consent of the participant is collected either on paper or electronically. In the research occasion, the participant's role and position in the organization, the participant's role in the researched space, and the given answers and contents given by the participants are collected. The given answers and the contents are recorded, videotaped, and/or photographed and transcribed for analysis.

#### Questionnaires

There are two types of questionnaires: online questionnaires and questionnaires done at the site location.

To agree and schedule an online questionnaire, participants' names and contact details are collected beforehand.

In the questionnaires, the participant's role and position in the user organization, participant's reason to use the space, participant's perception of the studied space or service, participant's estimation of the frequency of using the space or service, and the given answers and contents given by the participants are collected. The given answers and the contents are collected via the online questionnaire.

In questionnaires done at the site location, the participants are contacted at the site location without a prior agreement. Names or contact details are not collected. In the questionnaires, the participant's role and position in the user organization, participant's reason to use the space, participant's perception of the studied space or service, participant's estimation of the frequency of using the space or service, and the given answers and contents given by the participants are collected. The given answers and the contents are collected via electronic questionnaire. The studied space is photographed without participants.

### **Observations**

In observations, the participants are not contacted prior to the research association. In observations, the number of users in the researched space is collected. No personal data is collected. The number of users in the researched space is documented via researchers notes and the studied space is photographed without participants.

### **Consent forms**

Participants' names and signatures are collected in the consent form in the research occasion.

### **Special categories of personal data (sensitive personal data)**

The research study will not process data belonging to special categories of personal data or other specially protected personal data.

### **Personal data is collected from the following sources:**

- From the participants: interviews, workshops, questionnaires, observations
- Contact details from the customer register of ACRE
- Data from the customer satisfaction survey of ACRE
- Contact details from the customer and alumni register of Aalto University
- Results from the customer satisfaction survey of Aalto University
- Utilisation rate data from the Aalto Space User register

In this research, data is not combined from other personal data registers.

## **3. Processing of necessary personal data and removal of the direct identifiers from the data**

The research study only processes personal data that is necessary for the purpose and execution of the study. In case the research participant reveals sensitive personal data and processing of such personal data is not necessary for conducting the research and is not a point of interest, such data is deleted in the transcription phase. A rough classification of survey data is used on the case study level. Citations in the publications with names are only used when the participants have approved the specific citations before the publication is published. Regarding potential photos, faces, and other direct identifiers are removed or blurred, in case such information is not relevant to the research.

## 4. Legal basis for the processing of personal data

The legal basis is scientific research, a task in the public interest.

## 5. Sharing personal data

Data will be shared in pseudonymous form and University of Helsinki and City of Helsinki will be processors of personal data. Data processing agreement is done where Aalto University is the data controller and University of Helsinki, and City of Helsinki are data processors. The data is used for benchmarking solutions and experiences.

### **Independent controllers:**

Research data which consists of your personal data may be transferred to a third party, such as a scientific publication, for a peer-review process, or for another purpose, which is mandatory for scientific publishing or validation of the research results. Research data containing personal data is retained for research data to be used for further scientific research in the same scientific discipline or in other disciplines that support this research study.

### **Processors:**

Research data will be provided to for example partners providing transcribing and analyzing services for research data.

## 6. International data transfers

During the execution and analysis phase of research, research data containing personal data will not be transferred to non-EU / EEA countries or international organizations. However, as part of the scientific publishing process, it might be necessary to transfer the data outside EU/EAA for publishers or peer reviewers for verification of research results, as such parties may be located outside EU/EAA area. However, it is exceptional that scientific publication process would require transferring data regarded as personal data.

## 7. Storage and protection of personal data

**Protection of manual material:** Paper consent forms are kept in a locked and monitored locker in Tuuli Jylhä's office room at the Aalto University campus.

**Information processed in IT systems:** Your personal data is processed and preserved in secure IT systems, which are approved by Aalto University and suitable for personal data. Access to all computers and IT systems is protected by a username and strong personal password. Access to IT systems containing personal data is technically restricted in a manner, that only researchers participating in the study and people necessary for the implementation of the study have access to your personal data.

## 8. Retention and deletion of personal data

### **Deletion during and after the study**

Research data containing personal data is retained for research data to be used for further scientific research in the same scientific discipline or in other disciplines that support this

research study. Research data containing personal data is deleted after five (5) years since the last publication where this research data has been used and exploited.

## 9. Rights of the research participant

According to the General Data Protection Regulation (GDPR), a data subject has the right to:

- receive information on the processing of their personal data
- right to access the personal data collected and processed
- right to rectification of inaccurate personal data
- request that the processing of personal data be restricted
- object the processing of personal data
- right to erasure of personal data if the conditions of Article 17(1) of the Data Protection Regulation are met and processing is no longer necessary for archiving purposes in the public interest or for scientific research or statistical purposes in accordance with Article 89(1)

If the research purpose does not require, or no longer requires the identification of the data subject, the controller shall not be obliged to obtain further information so that the data or the data subject may be identified only for purposes to able the data subject to exercise his/her rights. If the controller is unable to link the data to a particular data subject, the data subject does not have the right to access or correct the personal data, object the processing, or delete the personal data. However, if the data subject provides additional information that allows their identification from the research data, the rights will not be restricted.

## 10. Contact details of the controller

The controllers of this research study are Aalto University Foundation sr. Aalto Campus & Real Estate.

### People in charge of the research study

Questions regarding the conduct of the research study may be addressed to the people in charge of the study: Tuuli Jylhä (Aalto University, +358504793302) and Satu Kankaala (Aalto University Campus & Real Estate, +358400535919)

### Data Protection Officer

If the research participant has questions or requests related to data protection or the processing of personal data, the research participant should contact the Data Protection Officer of Aalto University: tel. +358 9 47001 (exchange), [dpo@aalto.fi](mailto:dpo@aalto.fi).

In this data request service, you can request the exercise of your rights under GDPR from Aalto University as the controller <https://datarequest.aalto.fi/en-US/>.

If a participant of the research study feels that his or her personal data has been processed in violation of data protection legislation, the participant has the right to lodge a complaint with the supervisory authority, the Data Protection Ombudsman's office (read more: <http://www.tietosuoja.fi>).