



UNIVERSITY OF HELSINKI
FACULTY OF SOCIAL SCIENCES

Privacy Notice Climate Activism Survey

You have been invited to participate in a research study. Participation in this study is voluntary. You can discontinue your participation in the study at any time. Should you discontinue your participation, you will not be subject to any negative consequences. This privacy notice describes the use of your data.

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

The subject of this study is:

In this study, we want to understand how climate activists use social media as a part of their activism in the climate movement. We are further interested in understanding how policing incidents influence their choice to participate in online or offline activism.

Reasons for processing your personal data and the purpose of this study:

By personal data, we refer to answers from the survey, especially your Twitter handle as a personal identifier. We are collecting this data so we can understand what you think is the role of social media in the climate movement, how you use social media, and whether offline policing incidents affect how you think about these things.

Your role in this study:

You will be a participant in an survey on social media use in the climate movement. We will ask you about your (1) basic information such as age and gender, (2) Twitter handle and social media use, (3) involvement with Elokapiina and other climate movement organizations, (4) experiences at the October 2020 protest and any other protests, and (5) political attitudes and views on police efficacy in Finland. If you consent to it, we will collect data on your Twitter activities from 2020. This will allow us to better understand how you communicate on social media about the climate movement. You are free to not provide these information (i.e. skip the questions) even if you begin the survey.

Research funding:

This research is funded in part by Academy of Finland grant SA-320780 and Kone Foundation grant 202011093.

2. Personal data will be collected from the following sources:

We will collect the personal data described above using the survey and from Twitter.

3. What personal data is processed?

During the survey, we will ask for your Twitter handle, contact email, your basic sociodemographic information such as age and gender, and your opinion on police efficacy in Finland. Your Twitter handle will be collected as a part of the Twitter data collection. Again, we note that all questions during the survey are voluntary and you can skip any you do not wish to answer.

4. What special categories of data are processed?

Your opinion on politics and police efficacy in Finland fall under a special category of data (i.e. political beliefs).

5. How is personal data minimized in the study?

In the survey, we will only ask you questions that the scientific community has determined to be necessary to provide rigorous understanding of social media use, social movement participation, and trust in government institutions. Additionally, you are free to not answer any question during the interview without repercussions.

6. Legal basis for processing of personal data:

The processing of personal data, including special category data, is required for the performance of a task carried out in the public interest, namely scientific research.

7. Sharing of Personal Data:

Third-party collaborators will NOT have access to any data containing your personal data (i.e. survey answers, Twitter handle, and other contact information).

8. Transfer of Personal Data to Non-EU/EEA countries:

Personal data is not transferred to non-EU/EEA countries.

9. Automated decision-making:

The research project involves no automated decision-making that has a significant effect on data subjects.

10. Storage period of your data and anonymization:

Your data will be stored on secure University of Helsinki servers. Only two individuals from the research team, employed by the University of Helsinki, will have access to the data. Your data will be pseudonymized during the study (meaning we will keep your Twitter handle separate from the interview data). As soon as we have concluded the study, we will fully anonymize the data. This means that all survey answers, contact information, and Twitter data will be deleted, and only a numerically coded data set derived from survey responses and Twitter data will be saved. We will delete all personal information by the end of 2023.

Following the principle of open and replicable scientific research, a fully anonymized, numerically coded version of the data will be published in academic data repositories indefinitely; this data will contain no personal data.

11. The rights of the study participant in a scientific study:

According to the General Data Protection Regulation (GDPR), participants have the right:

- to obtain information on the processing of their personal data
- of access to their data

- to request rectification of their data
- to request restricting the processing of their data
- to object to the processing of their data
- right to erasure, if research data have been unlawfully processed and processing is no longer necessary for archiving purposes in the public interest, scientific research purposes or statistical purposes and erasure of research data will not render impossible or seriously impair objectives of scientific research.

12. More information on the study and the exercising of your rights:

The data controller in this study is:

University of Helsinki

Email: tietosuoja@helsinki.fi (Data Protection Officer)

Address: PO Box (Fabianinkatu 33), 00014 University of Helsinki, Finland

The contact person in matters related to the research study:

Ted Hsuan Yun Chen (Principal Investigator)

Email: ted.chen@helsinki.fi

Faculty of Social Sciences

University of Helsinki

If the research participant sees that their data has been processed in violation of the General Data Protection Regulation or data protection legislation, the participant has the right to lodge a complaint with the supervisory authority, the Data Protection Ombudsman (see more: tietosuoja.fi).

Office of the Data Protection Ombudsman

Street address: Ratapihantie 9, 6th floor, 00520 Helsinki

Postal address: PO Box 800, 00521 Helsinki

Phone (switchboard): 029 56 66700

Fax: 029 56 66735

Email: tietosuoja@om.fi