

Information for Research Participants

You are taking part in a **scientific, usability and user experience study** organized by the University of Oulu as part of the **User Experience and Usability Evaluation (UXE) course**. 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. However, if you withdraw from the study, data collected prior to your withdrawal may still be used in 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.

1. Data Controller

University of Oulu
Address: PL 8000 90014 Oulun yliopisto (Pentti Kaiteran katu 1, Linnanmaa)

Contact person in matters concerning the study:
Name: Dorina Rajanen (User Experience and Usability Evaluation course responsible)
Address: University of Oulu, INTERACT Research Unit
E-mail: dorina.rajanen@oulu.fi

2. Description of the study and the purposes of processing personal data

The study is part of the course requirements for the **User Experience and Usability Evaluation (UXE) course**. The purpose of the study is to assess the usability and user experience of a system that you will interact with. The system can be in any stage of development from concept to paper prototype, functional prototype or system in use. The results of the study are used to improve the usability and user experience of the system under evaluation as well as in research or teaching materials.

During the study you will interact with the system and different data collection methods are used to gather data about interaction, system, and your responses. Data collection methods can include interview, questionnaire, video recording, audio recording, diary, log data, eye tracking, psychophysiological measurements like brain activity or skin conductance, sketches, drawings or text notes by participant, observation and note taking by researchers, etc. You are informed beforehand of the specific methods used in the study you will participate in.

Personal data collected in this study *can* include:

- **demographics** (age, gender, education, occupation, country of residence)
- **psychophysiological measurements** (facial expressions, eye tracking, brain activity and skin conductance)
- **video and audio recording** (voice, gestures, facial image).

However, not all these types of personal data are recorded in every study. Most studies only collect **demographics** and **audio / video recording**. You are informed about the personal data collected in the particular study you participate in, and your permission is asked for before the data collection commences through an **informed consent form**. You have also the right to withdraw at any time from study.

Data collected is processed in accordance with the GDPR and scientific and ethical methods required in the UXE course and the research and development project for which data is collected. Personal data will not be transferred to third parties.

The personal data will be analyzed together with the other data for the purpose that was collected: identifying issues with the usability and user experience of the system, improving the system, research and professional or scientific publication as well as master's thesis writing. Personal data will not be published as such. Personal data will be reported only in aggregated form for statistical purposes and in combination with usability and user experience data. There is no possibility to identify individual research participants based on the data published.

3. Parties and their responsibilities in research collaboration

Each study or project has a **Customer** (company, research unit, teaching unit) for which the study is conducted and a **Student testing team** (students in the UXE course) that carries out the study. The customer is a Finnish-based company, organization or individual, thus it must strictly adhere to GDPR when processing the personal data.

Data collected will be processed by the **Student testing team** in accordance with the GDPR and scientific, ethical and UXE methods required in the course. **Customer** may also process personal data according to their research and development needs for scientific research or improving the system under evaluation by following strictly GDPR. When Customer processes the personal data, they are responsible of following the GDPR in all stages of data processing. The **UXE course responsible** will also save and inspect the data collected for the duration of the course until the course work is completed and graded. After the course work is graded, the personal data will be deleted. If data collected will be used for scientific research and teaching purposes as well as Master's thesis writing, the personal data will be archived for a longer time according to the information in this privacy notice in section 16.

Customer organization may be different from University of Oulu. However, **Student team is responsible for following strictly the GDPR regulation** and together with the Customer organization and UXE course responsible, they jointly determine the purposes and means of processing personal data.

Participants may make all requests concerning the rights of the data subject to the following contact person: Dorina Rajanen, dorina.rajanen@oulu.fi.

When necessary, the contact person will communicate the request to the other organizations (Customer) acting as joint controllers.

The participant may exercise their rights under the General Data Protection Regulation in respect of and against each of the controllers. In this case, the recipient may communicate the request or claim to other joint controllers when necessary.

4. Principal investigator or responsible research group

Name: Dorina Rajanen (UXE course responsible)
Address: Interact Research Unit, University of Oulu
E-mail: dorina.rajanen@oulu.fi

Each study has its own Customer who acts as principal investigator in that particular study. In the case of inquiries about the purpose and nature of the study and personal data processing, Dorina Rajanen will forward the inquiry to the respective Customer contact person.

5. Contact details of the Data Protection Officer

You can contact the Data Protection Officer of the University at dpo@oulu.fi.

6. Persons processing personal data in the study

- Dorina Rajanen – UXE course responsible, University of Oulu
- Student testing team – students carrying out the UXE study, University of Oulu
- Customer – organization within or outside the University of Oulu who initiates the study and then decides the purpose of the study and personal data processing jointly with the Student team and course responsible.

7. Name, nature and duration of the study

Name of the study: *UXE test case*

Nature of the study:

One-time research (default) or Monitoring study/longitudinal study

Depending on the purpose of the study, the data collection can be done at one-time only (most often and default), or it can be part of a longitudinal, longer term study.

Duration of the study – The personal data will be processed for the duration of the UXE course until the course work is graded (typically at the end of May). In specific cases, the personal data is archived and used for longer time for research and teaching purposes or for Master's thesis writing. See section 16.

8. 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:

- participant's consent
- performance of a task carried out in the public interest or in the exercise of official authority vested in the controller:
 - scientific or historical research purposes or statistical purposes

9. Personal data included in the research materials

Personal data collected in this study *can* include:

- **demographics** (age, gender, education, occupation, country of residence)
- **psychophysiological measurements** (facial expressions, eye tracking, brain activity and skin conductance)
- **video and audio recording** (voice, gestures, facial image).

However, not all these types of personal data are recorded in every study. Most studies only collect **demographics** and **audio / video recording**. You are informed about the personal data collected in the particular study you participate in, and your permission is asked for before the data collection commences through an **informed consent form**. You have also the right to withdraw at any time from study.

10. Sensitive personal data

No sensitive personal data will be processed in the study.

11. Sources of personal data

Personal data can be collected through the following methods: interview, questionnaire, observation and note taking, video recording, audio recording, diary, eye tracking, psychophysiological measurements like brain activity or skin conductance. You are informed beforehand of the specific methods used in the study you will participate in. You will be asked for consent before the personal data is collected.

12. Transfer and disclosure of the personal data to third parties

Personal data will not be transferred to third parties.

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

Personal data will not be transferred to countries outside the EU/EEA.

14. Automated decisions

No automated decisions are made.

15. Safeguards to protect the personal data

The data is confidential.

Protection of manual material: Manual materials containing personal data (such as paper questionnaires) if collected will be digitalized. The digital copies will be processed securely according to GDPR and scientific and ethical methods, and the manual materials will be destroyed. If necessary, selected manual material will be stored in a locked filing cabinet in INTERACT Research Unit's facilities. The filing cabinet is used by limited number of people.

Protection of electronic material: Personal data processed in IT systems will be protected with: username password logging access control

In general, electronic material containing personal data is stored on University of Oulu password protected IT systems or on Researchers/Students/Customer own personal computers. If cloud-based services are used for storing and analysing the data, only authorised persons have access to data. Access is controlled through logging, usernames and passwords.

Processing of direct identifiers:

Direct identifiers will be removed in the analysis phase: *In most cases, direct identifiers such as names or email addresses are not collected or are removed in the analysis phase.*

Some material to be analyzed includes direct identifiers. Reason: *If data contains facial images (photographs, video recording), these will be processed as such, but will be deleted after the UXE course work is graded. These data such as facial images are not used for identifying people, only for observing emotions or attitudes when interacting with the system under evaluation. In some cases, these data are saved for longer time, for example for research and thesis writing.*

16. Processing of personal data after the completion of the study

The research material will be deleted: In most cases, the research material collected in the study will be deleted after the UXE course work is graded.

Some research material will be archived:
 without identifiers with identifiers

Selected research material is archived by Dorina Rajanen for research and teaching purposes; this material will not retain personal identifiers such as names and email addresses if collected.

Students might also save the material they collected in the study for using it in writing their master's theses. Customer organization may have their own practices of archiving the data; specific information will be given in **the informed consent form**.

17. 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:

- a) The personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
- b) You withdraw the consent on which the processing was based, and there are no other legal grounds for the processing.
- c) You object to the processing (the right to object is described below), and there are no justified grounds for the processing.
- d) The personal data have been unlawfully processed, or
- e) 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:

- a) You contest the accuracy of the personal data, whereupon the processing will be restricted for a period enabling the University to verify their accuracy.
- b) The processing is unlawful and you oppose the erasure of the personal data, requesting the restriction of their use instead.
- c) The University 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.

- d) 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 request to receive the personal data you have submitted to the University in a structured, commonly used and machine-readable format and have the right to transmit these data to another controller without hindrance from the University, 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 University 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 University 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 above in this section “Your rights as a data subject”, and exceptions to these rights may be made on the basis of the GDPR and the Finnish Data Protection Act, 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 Ombudsman’s Office if you think your personal data has been processed in violation of applicable data protection laws.

Contact details:

Data Protection Ombudsman’s Office (Tietosuojavaltuutetun toimisto)

Address: Ratapihantie 9, 6th floor, 00520 Helsinki

Postal address: B.O. Box 800, 00521 Helsinki

Tel. (switchboard): 029 56 66700

Fax: 029 56 66735

E-mail: tietosuoja(at)om.fi