

Aalto University

## Privacy Notice: Study on Theories-in-Use on FOMO

This privacy notice describes how your personal data will be used in the research study as a participating individual.

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

This research study examines consumers' mental models and associations regarding the phenomenon of "Fear of Missing Out" (FOMO). To explore this, a qualitative survey is conducted with consumers who recall experiences of FOMO. Their perceptions and rationales will be queried in the survey to understand what FOMO means to consumers.

This research is funded by Aalto University.

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

- Information which the research participant provides throughout the electronic survey

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

Data belonging to special categories of personal data or other specially protected personal data **will not be processed** in the research study.

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

From the participant: questionnaire answers (if applicable)

From a data register: N/A

Other: N/A

### 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. The research data is processed during analysis phase of the research in a manner that you are not directly identifiable to the researchers. Your direct identifiers, such as your name, will be replaced, for example, with a random identifier.

More specifically:

- In case the research participant reveals directly identifiable information during the inquiry, based on which the identity of the research participant may be deduced, such as place of work and position, such information is deleted or replaced ("X") in the transcription phase.
- In case the research participant reveals sensitive personal data and processing of such personal data is not necessary for conducting the research and not a point of interest, such data is deleted.

Identity of the individual research participant will not be disclosed in a scientific publication or other research results to be published.

## 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

Research data containing your personal data is shared with the following parties:

### **Independent controllers:**

Research data which consists of your personal data, may be transferred to a third party, such as scientific publication, for peer-review process or for other purpose, which is mandatory for scientific publishing or validation of the research results.

### **Researcher external of Aalto:**

Research data may be provided to participating researcher from IESEG School of Management, Paris, France.

### **Processors:**

Research data is processed by the platform Prolific. For their terms of service and privacy notice, please refer to:

<https://prolific.notion.site/Participant-Privacy-Notice-6b6cb4f60a674d96a1433bff6412215b>

## 6. International data transfers

During the execution and analysation 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/EEA for publishers or peer reviewers for verification of research results, as such parties may be located outside EU/EEA 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:** N/A

**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 are protected by 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 persons 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 enable 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 controller of this research study is Aalto University Foundation sr., operating as Aalto University.

### **Person in charge of the research study**

Questions regarding the conduct of the research study may be addressed to the person in charge of the study: Miriam Etz, [miriam.etz@aalto.fi](mailto:miriam.etz@aalto.fi)

## **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> ).