Aalto University

Privacy Notice The Microfoundations of Green Foreign Direct Investments in Finland: Uncovering the Role of Multiple Stakeholders **(Social Media Study)**

This privacy notice will be updated as necessary. The updated privacy notice will be available here. This privacy notice describes how your personal data will be used in the research study as a participating individual. This project builds on the principal investigator's (PI) strong expertise on studying the location of multinational companies' (MNCs') investments.

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

This research study seeks to unpack the tensions and complexities associated with green foreign direct investments (FDI), as well as the role of various actors, including cities, in multinational companies' (MNCs') green foreign direct investment process. Green foreign direct investments are investments that contribute to environmental objectives and especially the reduction of greenhouse gas emissions. While green FDI by multinational companies (MNCs) plays an important role in mitigating climate change and enhancing the economic prosperity, they may trigger various reactions among local stakeholders making it challenging to manage green FDI projects. Due to the changed security situation in the world, reconciling different interests has become increasingly demanding. The objective of this multidisciplinary project is to unveil how MNCs, states and cities can overcome the challenges in planning and managing green FDI processes in a developed country context such as Finland. We disclose how individuals'–such as local citizens, city leaders and MNC managers–actions and interactions influence the establishment of green FDI.This novel understanding is vital in ensuring the the location choice process of green FDI is carefully planned and local sustainability concerns are addressed, leading to fewer delays and thus quicker reduction of the global carbon emissions. Research data will be collected from European countries and Australia.

This research is funded by Marcus Wallenberg Foundation.

2. What personal data is processed in the research study

The course of the research and personal data collection is as follows: we collect media articles and the discussion/comment section posts related to the research topic without names or pseudonyms.

Personal data is collected from the following sources:

- Public (visible to anyone on the internet) or semi-public (visible to all users of the platform) published social media data (e.g., direct quotes, posts) (e.g., Helsingin Sanomat, YLE Areena, Facebook)

Special categories of personal data (sensitive personal data)

In addition, the following special categories of personal data are processed:

Political opinions

Green Foreign Direct Investments (FDIs) may trigger conflicting political opinions among informants. Participants' posts may include their personal political views although we are not asking about them.

3. Processing of necessary personal data

We analyse research such as posts, voice recordings or video footage in directly identifiable form where the voice or face of the research participant is recognizable. This is important because it is essential for conducting the research, as pseudonymisation would prevent the analysation of the data for the research purposes.

- 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 in the transcription phase.
- Potential photos, face and other direct identifiers are removed or blurred, in case such information is not relevant for the research.
- If we include posts in scientific publications, we will paraphrase or redact identifying details to minimize the risk that a simple Google search could link the content to an individual, while preserving the post's meaning and relevance to the research.

The identity of the individual research participants will not be disclosed in a scientific publication or other research results to be published.Your identity might be detectable from the context of the study, but no direct identifiers will be used.

4. Legal basis for the processing of personal data

The legal basis for processing personal data is public interest, scientific research.

5. Sharing personal data

Personal data processed in the study will not be shared with third 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.

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.

6. International data transfers

Research data containing personal data will not be transferred outside the European Union/ European Economic Area or to international organizations.

7. Storage and protection of personal data

Protection of manual material:
Notes (in paper) from the interviews and observations are stored in a locked and monitored space at PI's office in locked cabinet.

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.

The research data is archived: Research data containing personal data may be achieved for example to Zenodo with restricted access in a manner, that it is accessible to only parties listed in this privacy notice. In addition fully anonymous data, such as statistical data may be published as an open data, more information: Practical steps to publish the research data – Aalto.fi. The following section 8 gives information on when the researchers are deleting the data from Aalto University's systems and that is not described in this section. Please pay attention to difference between *archiving* and *deleting* the 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 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: Iiris Saittakari, +358503551497, iiris.saittakari@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 .

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).