

## Privacy Notice for HQ Location Research Project

### 1. The subject, goal and the possible funder of the research study

The goal of this research is to identify all firms that have headquarters and other management responsibilities in Finland and understand how they have changed over time. This research is part of a wider research project of the Aalto University, in which company location is researched physically, perceptually and conceptually. The Aalto University has received funding for this project from the Academy of Finland and the Marcus Wallenberg Foundation for the period of 2019-2023. The subjects of the study are companies as legal entities, not individual company employees. Survey respondents are requested to respond to the survey questions in their capacity as company representatives.

### 2. Method and source for data collection

Data is collected from research participants in the form of an online survey. In the beginning of the survey, the respondent is asked for an active consent, by which the respondent agrees to participate in this research. After receiving consent, the given survey answers may be used for research purposes, even if the respondent would choose to discontinue the survey by closing the browser.

Contact information of participating company employees is limited to the following information: name, title, e-mail, phone number. The required contact information is collected from the Finnish marketing register. In addition, contact information is also collected if company representatives provide them to us voluntarily in the survey. Respondents are asked to provide contact information of other colleagues in the case that they would be in a more suitable position to reply to our survey questions. Nonetheless, all contact information is only used to identify contact-persons for our research and is not further processed in the data analysis.

The survey also contains questions about the respondent's background information, to which the submitted answers can be personal data.

The answers of the survey are codified. Therefore, these answers are not processed using the names of research participants. The company names will be retained for our own analyses but will not be published publicly at any point of the research.

### **3. Purpose and legal basis of processing**

Contact information is only used to identify potential research participants and is not processed in the data analysis. To protect the research participants' personal data, a codified name is used throughout the research. Each research participant receives a customized link to the research survey, to ensure reliability of data quality and source.

Questions about respondent's background information are asked in the survey and answers to these questions are collected and processed in the research. These questions are necessary so that we can understand what kind of managerial responsibilities the subsidiaries in Finland have and what potential determinants could influence the development of these responsibilities.

The processing of personal data is required for the performance of a task carried out in the public interest, namely scientific research and for academic expression.

### **4. Data storage and anonymization**

Survey results are kept in the Aalto University file services as long as they serve the longitudinal interest of the research topic. These services have restricted access. All the Aalto University computers include automatic data encryption with Bitlocker and secure file transfer over the network with a VPN-solution.

Collected personal data is codified for data processing purposes. The codified responses are kept in a research data archive with restricted access. The access to this data is limited to researchers and peer reviewers of scientific publications that request special permission to access this data.

The research data is stored to enable the verification of research results and to ensure proper confirmation of sources.

### **5. The rights of the study participant in a scientific study**

According to the General Data Protection Regulation (GDPR), the data subjects have the right

- to obtain information on the processing of their personal data
- to access to their data
- to request rectification of their data
- to request restrict the processing of their data
- to object to the processing of their data

- 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.

In the event, that the research study does not require, or no longer requires, the identification of a data subject, Aalto University shall not be obliged to acquire additional information in order to identify the data or the data subject for the sole purpose of fulfilling the rights of the data subject. If Aalto University cannot identify the data related to a data subject, the rights of access, rectification, objection and erasure shall not apply. However, if the data subject provides additional information enabling his or her identification and the identification of the research data, the rights are not affected.

## **6. More information on the study and the exercising of your rights**

The controller in this study is Aalto University.

The contact person in matters related to the research study:

Email: [location\\_project@aalto.fi](mailto:location_project@aalto.fi)

Phone number: 050 911 3173

Website: <https://www.aalto.fi/en/department-of-management-studies/headquarters-location-research-project>

The research participant must contact Aalto University's data protection officer in case they have questions or demands related to the processing of personal data.

Data Protection Officer Anni Tuomela

Email: [tietosuojavastaava@aalto.fi](mailto:tietosuojavastaava@aalto.fi)

Phone number: 0947001

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: <http://www.tietosuoja.fi>).