

Privacy Notice for a Research Study about E-Scooter usage in the city of Helsinki

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

The subject of this study is the evaluation of e-scooter usage after introducing usage regulation in the Helsinki region. The goal of the study is to gather information and insight about the use of e-scooters in Helsinki.

The purpose of processing personal data is to create a dataset of riding behaviour of e-scooter users in interaction with other users and city infrastructure. This dataset is then used in assessing aspects of riding behaviour.

Your data will not be isolated out from the dataset to be used in decision-making related to you. Your data will be part of a large sample of traffic and will be evaluated only for identifying activities and events related to e-scooter usage. Activities and events related to e-scooter usage will not be reported the police. Identification of activities and events related to e-scooter usage will relate to perceived age of the traffic users and/or other relevant apparent user characteristics.

This research is funded by Aalto University, Finnish Ministry of Transport and Communications, City of Helsinki, Voi Technology AB, Tier Mobility AG, Lime (Neutron Holdings, Inc.) and Dott (emTransit B.V.).

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

In this study, video material of street traffic will be collected from the public streets of Helsinki. The cameras are temporarily fixed to lighting poles with information about this study.

3. What personal data is processed?

The traffic video contains biometric data in the form of facial images. These images are processed only for the purpose of analysing activities and events during e-scooter usage.

Biometric data is not used in identifying who the person is.

The video material may contain license plates of passing vehicles. These will not be processed in this study.

4. How is personal data minimized in the study?

Your personal data will be a part of a large dataset and will not be used to identify you or be singled out once processed from the video.

5. Legal basis for processing of personal data

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

6. Sharing of Personal Data

Aalto University will not share personal data with any external parties.

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

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

8. Storage period of your data and anonymisation

The data will be stored in Otaniemi on Aalto University controlled and owned devices.

Research study collaborators have access to the data for the expected duration of this study (10/2021 – 08/2022) and the data will also become part of the Aalto University Transportation Engineering Traffic Repository.

9. The rights of the study participant in a scientific study

According to the General Data Protection Regulation (GDPR), subjects 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 the grounds of article 17.1 of GDPR apply and if processing is no longer needed for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) in so far as the right to erasure is not likely to render impossible or seriously impair the scientific research.

If the purposes for which a controller processes personal data do not or do no longer require the identification of a data subject by the controller, the controller shall not be obliged to maintain, acquire or process additional information in order to identify the data or the data subject for the sole purpose of complying with the GDPR. If the controller cannot identify the data related to a data subject, the rights of access, rectification, objection and erasure shall not apply, except if the data subject provides additional

information enabling his or her identification and the identification of the research data that relates to data subject.

Data is being processed for the purposes of scientific research, and the data is not used in decision-making related to the participant.

To exercise his or her rights, the data subject should contact the Data Protection Officer of Aalto University, or the research study contact person.

10. **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:

Aapo Lumikoivu, Department of Built Environment, School of Engineering, Aalto University

name.surname@aalto.fi, +358505949637

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

Data Protection Officer Anni Tuomela, +358947001 dpo@aalto.fi

In this customer service portal, you can make requests personal data requests based on your rights [Home · Consent Management \(aalto.fi\)](#) .

- a. 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).