

## Information for Research Participants in “Start-up Location Preferences” research study

You have been invited to participate in a “Start-up Location Preferences” research study. The study is conducted by Aalto University. By answering this survey, you agree to participate in a research study. Participation in this study is voluntary. You can discontinue your participation in the study at any time. Should you discontinue your participation, you will not be subject to any negative consequences, but information gathered from you up until the point of cessation of your participation may be used in the study.

### The subject, goal and the funder of the research study

The goal of this research is to examine the role of entrepreneurial cognition (the knowledge structures entrepreneurs use) in the location decisions of start-up founders. This research is part of a wider research project “*Headquarter Location Project*” conducted at Aalto University, in which company location is studied from different facets - physical, perceptual, and conceptual. 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 nascent and early-stage start-up founders of the scalable new ventures. Survey respondents are requested to respond to the survey questions in their capacity as individual entrepreneurs and representatives of their start-up firms.

### Method and source for data collection

Data is collected from research participants in the form of an online survey. The survey participants are recruited through direct e-mail invitations. Contact information of participating start-up founders is collected from Helsinki Metropolitan Start-up Ecosystem database ([Helsinki Metropolitan Startup Ecosystem | Helsinki \(dealroom.co\)](#)), the web-sites of the companies, and other open and publicly available online sources. The required contact information is limited to the following information: name, e-mail, and name of the company. The link to the survey is distributed via e-mail.

The survey is administered in two consecutive stages (each takes approximately 15 minutes to fill in). The first stage takes place in the Summer 2022, the second stage takes place in the Fall 2022. In the beginning of each 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.

Aalto University may use the given contact details to contact the same individuals and invite them to participate the second stages of the survey in the Fall 2022.

### Other relevant information

**Data privacy matters:** Please find the information on processing of your personal data for this research in the privacy policy.

**Name of the company and company data:** We are interested in collecting the name of the company for following purposes: company name is used to identify and recruit additional respondents (i.e. to avoid contacting the respondents who have already provided their answers) to the study from Helsinki Metropolitan area. We may also collect company data, such as industry, turnover, revenue, when it is available from Helsinki Metropolitan Start-up Ecosystem database at [Helsinki Metropolitan Startup Ecosystem | Helsinki \(dealroom.co\)](#). The name of the company will not be published.

In case you have any questions about the research study, please find the contact details of the below:

Coordinating researcher: Daria Kautto ([daria.kautto@aalto.fi](mailto:daria.kautto@aalto.fi))

Head of the research project: Perttu Kähäri ([perttu.kahari@aalto.fi](mailto:perttu.kahari@aalto.fi))

# Privacy Notice for “Start-up Location Preferences” research study

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

## 1. What personal data is processed?

The following personal data is going to be collected from the research participants within this research study:

- name, e-mail address, start-up name, gender, age, home municipality, marital status, number and age of the children, years of working and entrepreneurial experience, and
- All answers given to the survey.

Regarding participating name, e-mail, and start-up name: this information is used to identify the respondents in our research and be able to contact the same individuals for completing the second stages of the survey in the Fall 2022. The contact information is collected directly from the survey participants at the end of the survey.

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

**Personal data has been collected from the following sources:** Data is collected from the participants via survey.

## 2. How is personal data processed in the study?

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 has been replaced, for example, with a random identifier. Name, contact details and start-up name are stored separately from the other pseudonymized research data.

## 3. Legal basis for processing personal data

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. Sharing of Personal Data

Aalto shares the personal data with the following parties:

This research project is part of larger Academy of Finland project with two research partners, Vienna University of Economics and Business and The University of Warwick. These research partners are not involved in this particular data collection. However, such partners may potentially join at the data analysis/publication co-authoring stage and therefore, researchers of Vienna University of Economics and Business and The University of Warwick may process the pseudonymised personal data of the research participants for the purposes of collaborative data analysis and joint publication of the research results.

The research data may be used for further scientific research in the same scientific discipline or in other disciplines that support this research study. Research data may also be transferred to other universities or research organisations for further research projects.

## **5. Transfer of Personal Data to Non-EU/EEA countries**

During the execution and analysis 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 or further research, it might be necessary to transfer the data outside EU/EEA for publishers, peer reviewers for verification of research results or conducting research. In such case, the compliance with applicable legislation and data security are ensured.

## **6. Storage and protection of personal data**

The criteria for defining storage of research data containing personal is based on good scientific practice.

Information processed in information 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 persons to whom access to such personal data is necessary for conducting the research, may gain access to your personal data.

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.

## **7. Deletion of personal data**

The research data may 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 retained for 5 years after the last publication stemming from this data set to enable later verification of the research results.

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

According to the General Data Protection Regulation (GDPR), data 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 to restrict the processing of their data
- to object to the processing of their data
- right 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.

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

The controller in this study is Aalto University Foundation sr., operating as Aalto University.

### **The contact person in matters related to the research study:**

Questions regarding the conduct of the research study may be addressed to the person in charge of the study

E-mail: [daria.kautto@aalto.fi](mailto:daria.kautto@aalto.fi)

Website: [Headquarters Location Research Project | Aalto University](#)

### **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 [Home](#) · [Consent Management \(aalto.fi\)](#)

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> ).