



**Information about personal data processing in the University of Helsinki research project *Mapping the linguistic landscape of the Helsinki metropolitan area: from linguistic groups to discourse communities (MAPHEL)***

The research project *MAPHEL* involves the processing of personal data. The purpose of this notice is to provide information on the personal data that is processed, the source of the data and how the data is used in the study. For more information on the rights of data subjects and how you can affect the processing of your personal data, please see the end of this notice.

Your participation in the research project and provision of personal data are voluntary. If you do not wish to participate in the project or you wish to withdraw from it, you can do so without negative consequences.

## **1. Data Controller**

University of Helsinki  
Address: P.O. Box 3 (Fabianinkatu 33), 00014 University of Helsinki, Finland

## **2. Contact person and principal investigator**

Contact person in matters concerning the project:  
Name: Researchers in the *MAPHEL* project PI Tuomo Hiippala<sup>1</sup>, Hanna-Mari Pienimäki<sup>1</sup> ja Tuomas Väisänen<sup>2</sup>  
Faculty/department/unit: Faculty of Arts / Department of Languages<sup>1</sup>, Faculty of Science / Department of Geosciences and Geography  
Address: P.O. Box 24 (Unioninkatu 40), 00014 University of Helsinki, Finland  
E-mail: tuomo.hiippala@helsinki.fi, hanna-mari.pienimaki@helsinki.fi, tuomas.vaisanen@helsinki.fi

Principal investigator: see above

## **3. Contact details of the Data Protection Officer**

The Data Protection Officer of the University is Lotta Ylä-Sulkava. You can reach her at tietosuoja@helsinki.fi.

## **4. Description of the study and the purposes of processing personal data**

The personal data are processed for the purposes of the MAPHEL research project, and potentially in other research projects related to research on language, geosciences or geography. The MAPHEL research project studies spatial linguistic diversity in the Helsinki capital region and the relation between languages and places in the studied area. The project is particularly interested in how linguistic landscapes intertwine with the physical environment.

## 5. Personal data included in the research data

The following types of direct and indirect identifiers concerning the study participants are collected in the project:

Direct identifiers: name, contact information, voice, photo / video image

Indirect identifiers: background information, place of residence, work/study place, hobbies and leisure time activities and where they take place, perceptions and views expressed by study participants.

## 6. Sources of personal data

The personal data are collected by recording the information with a video camera and a GPS tracker. The project also collects photographic material of the city spaces (might include personal information, the main objective is to take photos of e.g. signs observable in the city space).

## 7. Sensitive personal data

The following special categories of personal data (i.e., sensitive data), as defined in Article 9 of the GDPR, will be processed in this research:

- Racial or ethnic origin
- Political opinions
- Religious or philosophical beliefs
- Trade union membership
- Genetic data
- Biometric data for the purpose of uniquely identifying a natural person
- Health
- Sex life or sexual orientation of a natural person

The processing of sensitive personal data is based on Article 9(2)(j) of the General Data Protection Regulation (processing is necessary for scientific research purposes), as well as Section 6, Subsection 1, Paragraph 7 of the Finnish Data Protection Act.

## 8. Lawful basis of processing

Personal data is processed on the following basis, which is based on Article 6(1) of the General Data Protection Regulation:

- participant's consent

- compliance with a legal obligation to which the controller is subject
- performance of a task carried out in the public interest or in the exercise of official authority vested in the controller:
  - scientific or historical research purposes or statistical purposes
  - archiving of research materials or cultural heritage materials
- legitimate interests pursued by the controller or by a third party  
description of the legitimate interest:

## 9. Recipients of the personal data

In the course of the research project, the personal data may be used by the project researchers and research assistants. At their discretion, the project researchers may also use research data that includes personal data (e.g. audio recordings) for teaching purposes, provided that the possibility for identification is minimised so that the people in the teaching situation cannot recognise the participants by using means that they are likely to have at their disposal. In addition, thesis/dissertation writers may process personal data collected in the project if this is necessary for the purposes of their study.

Academic collaborators may take part in the research project and be disclosed research data owned by the University of Helsinki that include personal data as described in this privacy notice. The disclosure of personal data for this purpose is based on enabling scientific research with the collaborators and processing the data for research purposes.

In addition, personal data processed in this project may later be processed in other projects related to language studies, geosciences or geography, and they may also be disclosed to another data controller for the purposes of research, for instance through the Finnish Social Science Data Archive or The Language Bank of Finland (however with the University of Helsinki as the disclosing part) and with the permission granted by the MAPHEL research team (project members formally give approval to a research plan). The Finnish Social Science Data Archive or The Language Bank of Finland store research data and distribute it to other academic projects according to the discretionary approval of the original research team.

Under an obligation of confidentiality, personal data may be transferred to companies providing transcription services. The companies function as data handlers for the University of Helsinki.

## 10. Transfer of personal data to countries outside the EU/European Economic Area

No personal data will be transferred to recipients outside the European Economic Area.

## 11. Automated decisions

No automated decisions with significant effects on the participants are made in the study.

## 12. Safeguards to protect the personal data

Personal data included in the research dataset will be processed and kept protected so that only those who need the data can access them.

The data processed in data systems will be protected using the following:

- Username and password
- Registration/log of use
- Access control
- Encryption
- Two-factor identification
- Other, please specify:

Physical material (e.g., data in paper form or other tangible form) will be protected using the following: storage in lockable cabinets in lockable rooms

Processing direct identifiers:

- The controller collects the personal data without direct identifiers.
- Direct identifiers will be removed during the analysis stage and kept separate from the analysed research data.
- The data will be analysed using direct identifiers, because (give grounds for preserving the direct identifiers):

The personal data are processed and stored in such a way that only persons who need the data for research purposes can access them.

### 13. Duration of processing

The researchers mentioned in section 2, as well as other members of the project and researchers to whom data have been disclosed may continue to process the personal data for their research purposes also after the project has ended and also in other research related to the research fields specified in this document. The personal data will be processed until the MAPHEL as well as other studies which use personal information collected in this project have ended. After this, the information is archived as explained in section nine.

If personal data collected in this research project are disclosed to another research project, the purposes of this other project determine how personal data are processed in it, and research participants will be informed according to the General Data Protection Regulation.

Processing of direct identifiers:

- The data is collected without direct identifiers
- Direct identifiers will be removed in the analysis phase
- The material to be analysed includes direct identifiers. Reason: The data analysis is only possible with direct identifiers.

### 14. Retention of personal data after the completion of the study

- The research material will be deleted
- The research material will be archived:
- without identifiers  with identifiers

Where will the material be archived and for how long: With permission from the study participants, those parts of the data that can be anonymized will be archived permanently in the Finnish Social Science Data Archive, The Language Bank of Finland or similar archiving service.

The storing of the research material is based on the 5(1) Article Subsections b and e in the General Data Protection Regulation Act. Before new deployment of the collected material, the data controller ensures that new research use is compatible with the original lawful base of processing according to the requirements of the Data Protection Regulation. The research subjects will be informed of new purposes of research on the material if the participants remain identifiable in the data.

The research participants cannot be informed if the provision of the privacy notice would be impossible, would involve a disproportionate effort or prevents the fulfillment of the research objectives (Data protection regulation article 14 section 5 subsection b).

Where and for how long will the data be stored: The researchers will store data in their personal electronic devices and/or on cloud based digital platforms developed for processing and storing research material (e.g. CSC services for sensitive data management). The duration of data storing and processing has been depicted in section 13.

## **15. Your rights as a data subject, and exceptions to these rights**

### **Rights of data subjects**

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

- of access to their data
- to rectification of their data
- to the erasure of their data and to be forgotten
- to restrict the processing of their data
- to data portability
- to object to the processing of their data
- not to be subject to a decision based solely on automated processing.

Not all of these rights can be exercised in all situations, depending on factors such as the basis for the processing of personal data.

For more information on the rights of data subjects in different situations, please see the Data Protection Ombudsman's website: <https://tietosuoja.fi/en/what-rights-do-data-subjects-have-in-different-situations>

### **Exceptions to data subject rights**

Under the General Data Protection Regulation and the Finnish Data Protection Act, certain

exceptions to the rights of data subjects can be made when personal data is processed in scientific research and fulfilling the rights would render impossible or seriously impair the achievement of the objectives of the processing (in this case, scientific research).

The necessity of exceptions to the rights of data subjects will always be assessed on a case by case basis.

### **Right to lodge a complaint**

You have the right to lodge a complaint with the Data Protection Ombudsman's Office if you think your personal data has been processed in violation of applicable data protection laws.

Contact details:

Data Protection Ombudsman's Office (Tietosuojavaltuutetun toimisto)

Address: Ratapihantie 9, 6th floor, 00520 Helsinki

Postal address: B.O. Box 800, 00521 Helsinki

Tel. (switchboard): 029 56 66700

Fax: 029 56 66735

E-mail: tietosuoja(at)om.fi