

Privacy Notice – Scientific Research

This privacy notice describes how we process your personal data in compliance with data protection legislation. In data protection legislation, the term “data subject” refers to the person whose personal data are processed. In this privacy notice, we refer to data subject as “you” and controller as “we”.

This privacy notice may be updated or edited if necessary. You will be notified of any significant changes as mandated by data protection legislation.

This privacy notice came into force on 1.12.2025.

1. Controller

The controller of the research project is:

The research project will be conducted as a collaborative project among controllers, with multiple partners jointly determining the purpose and means of processing personal data.

Tampere University Foundation sr. (Tampere University)

Business ID: 2844561-8

Kalevantie 4 FI-33100 Tampere, Finland

LUT university

Business ID: 0245904-2

Yliopistonkatu 34

53850 Lappeenranta, Finland

The contact person for questions about data processing is Senior Research Fellow Reetta Oksa, who can be reached at reetta.oksa@tuni.fi, +35850 4377 619. To call Tampere University's switchboard, dial +358 (0) 294 52 11.

If you have general questions about data protection at Tampere University, please email our Data Protection Officer at dpo@tuni.fi.

2. Scope and purpose of data processing

Name of the research project: Changing work environment and well-being at work (MUVIT) / Muuttuva viestintäympäristö ja työhyvinvointi (MUVIT)

This is a follow-up research project that will last until 09/2027.

We will process your personal data as part of a research project. The purpose of processing your personal data is to conduct the research project specified below. The research project examines the effects of the digital communication environment on the well-being of employees doing expert work.

LUT University and Tampere University act as joint controllers in the research project, and the members of the MUVIT project's research group jointly determine the purposes and means of processing personal data. The research questions of the project have been formulated together, and the data will be processed and analysed together to get an overall picture.

Tampere University is responsible for the preservation and destruction of survey data and physiological measurement data after the end of the project. LUT University is responsible for the storage and destruction of the interview material after the end of the project.

Tampere university collects background information with a preliminary questionnaire and collects diary questionnaires and physiological data as well as a longer questionnaire (only for some organisations). Combining these with other data, i.e. interview data, will be done in cooperation with LUT University.

The interview material is collected using the Microsoft Teams video conferencing service, the interviews are recorded. The interviews are transcribed and pseudonymised and stored on LUT University's network drive, where they are protected with passwords. Recordings of the interviews are destroyed after the pseudonymization.

The pseudonymized interviews will be analyzed using LUT University's qualitative analysis tool (NVivo). The interviews are transcribed using the AI-based Whisper AI transcription tool. The processing of personal data is agreed upon by appropriate agreements between the data controllers and the data processors (here: Microsoft).

The principal investigators Kaisa Pekkala and Reetta Oksa are responsible for overseeing the research project. The research group may also be assigned to serve as the principal investigator, with its members participating in conducting the research project.

The research findings, reported in aggregate form so that individual research participants cannot be identified, are intended to be published in relevant scientific journals.

3. Lawful basis for processing personal data

The lawful basis for processing your personal data is:

- ☒ a task carried out in the public interest or the exercise of official authority
x scientific or historical research or compilation of statistics

Legal basis for processing personal data: EU General Data Protection Regulation, Article 6(1)(e), and the Data Protection Act, Section 4.

4. Sources and types of personal data

Depending on the circumstances, we may collect personal data either directly from you or from other sources. We will collect data from:

- ☒ you as the data subject

We will process the following types of personal data:

- ☒ General personal data: name, age, gender, email address
- ☒ Special category data (sensitive personal data):
- ☒ health data: weight, height, heart rate data, stress and recovery results, sleep results, physical activity and exercise related results, fitness level (VO2max), results related to detected exercise sessions, workload related results

Legal basis for processing: EU General Data Protection Regulation, Article 9(2)(j) (processing is necessary for archiving purposes in the public interest, or for scientific and historical research purposes, or for statistical purposes).

We will process data on the following categories of data subjects:

- ☒ research subjects

5. Transfer and disclosure of personal data

Under certain circumstances, your personal data may be transferred to a third country or an international organisation located outside the European Union (EU) or the European Economic Area (EEA). During such transfers, personal data will be appropriately protected by employing suitable transfer mechanisms (such as standard contractual clauses) and technical measures.

- ☒ Your personal data will not be transferred outside the EU/EEA.

☒ Your personal data will not be regularly disclosed to other controllers.

Personal data collected in the study will not be disclosed outside the research team.

Personal data is collected through the Firstbeat measurement device. To the extent that a participant's personal data is stored in Firstbeat Life, Firstbeat acts as the data controller. Users download the Firstbeat application to their own device for data collection purposes.

Firstbeat transfers to LUT University and Tampere University Foundation sr, for the implementation of this study and to the necessary extent, the participant's background information, measurement period details, stress and recovery results, sleep results, physical activity and exercise results, results related to observed exercise sessions, heart rate data, and fitness level (VO₂max) if the voluntary walking test has been performed, as well as work load-related results if working hours have been recorded in the app as diary entries.

The parties agree on this transfer of personal data through the necessary agreements.

6. Protecting personal data

Your personal data will be protected using appropriate technical and organisational measures. We will protect your data through technical measures, including antivirus software, firewalls and regular software updates. Users who can access personal data are required to log in with a username and password or, in some cases, with multi-factor authentication.

We will also protect your data through organisational measures. Our staff are obligated to maintain confidentiality, and access to data is restricted. If necessary, we will implement additional safeguards to protect data, such as separate storage locations.

Any physical documents will be safeguarded by storing them in locked facilities.

Material will be:

☒ pseudonymised after collection

During this research project, your data will also be protected through the following measures: username, password, multi-factor authenticator (MFA)

7. Retention period for personal data

We will retain your personal data for only as long as necessary, as determined on a case-by-case basis. The retention period also depends on the requirements set out in data protection legislation. We will adhere to our Data Management Plan and all applicable legislation when determining the retention period of personal data.

Your personal data will be retained as follows: The background survey, diary surveys, extended survey, and interview transcripts will be retained for the duration of the project—two years—after which they will be destroyed. Direct identifiers are removed as a protective measure during the creation of the combined dataset (pseudonymized data, meaning that identifiability can be restored using a code or similar information, and new data can be linked to the dataset).

After the research project has been completed, the research records containing personal data will be:

☒ destroyed in their entirety

The combined pseudonymized research dataset will be destroyed three years after the end of the project.

8. Profiling and automated decision-making

We will not use your personal data for profiling or automated decision-making.

9. Data subjects' rights and how to exercise them

Data protection legislation affords certain rights to data subjects, depending on the lawful basis for processing their personal data. Under certain circumstances, your rights may be restricted, for example, due to our legal obligations or if personal data are processed for scientific research, statistical or archiving purposes. If your rights have been restricted, we will implement appropriate and necessary technical and organisational measures to protect your privacy. As a data subject, you have the following rights which you can exercise by sending us a request.

Right of access

You have the right to request confirmation of whether we hold your personal data and to receive a copy of the data we hold.

Right to rectification

You have the right to request that any incorrect or incomplete personal data we hold about be revised or supplemented. You can also request to have any unnecessary personal data erased from our records.

Right to erasure

You have the right to request the erasure of your personal data from our records ("right to be forgotten") under certain circumstances.

Right to restrict processing

You may have the right to restrict the processing of your personal data in certain cases defined by law. For example, this right may apply if you believe the personal data we hold about you is incorrect or that your data are being processed in violation of data protection legislation, or if you have opposed the processing of your data.

Right to object

In certain circumstances, you have the right to object to the processing of personal data on grounds relating to your particular situation.

Right to data portability

Under certain circumstances, you have the right to request that the personal data you have provided be transferred to another system.

Right not to be subject to automated decision-making

You have the right not to be subject to decisions based solely on automated processing (such as profiling) that produce legal effects concerning you or otherwise similarly and significantly affect you. However, there are exceptions to this prohibition.

Withdrawing consent

If your personal data is being processed based on your consent, you have the right to withdraw your consent at any time.

Right to lodge a complaint with a supervisory authority

You have the right to lodge a complaint with a supervisory authority (Data Protection Ombudsman), if you believe that the processing of your personal data violates data protection legislation.

Office of the Data Protection Ombudsman

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