

The Study's Privacy Notice

This privacy notice describes what personal data will be collected from you as a participating individual, and why and how the personal data will be processed in the study, as well as the details of the study and related participation. It also provides the information on what rights you as the data subject have pertaining to your personal data and how you can exercise these rights in relation to the processing.

Date: 15.04.2025

Working title of the study: Consumer perceptions on changes in brand identity of corporate heritage brands.

The study is conducted for an MSc thesis.

1. Categories of personal data

The following types of personal data will be collected and processed:

Direct identifiers such as username and facial image.

Personal data from online forums

Special categories of personal data (sensitive personal data):

No special categories of personal data or other specially protected personal data will be collected and processed in the study.

2. Data Controller

The student conducting the study is the data controller.

The student's name and contact information: Julia Baasner

0451161215

julia.baasner@student.hanken.fi

Supervisor's name and position: Larissa Becker

Assistant professor

larissa.becker@hanken.fi

Questions regarding the study and personal data processing are addressed to the contact person(s) (name(s) and contact information): Julia Baasner

0451161215

julia.baasner@student.hanken.fi

3. Information about the study

This is a single study, and the respondents will not be contacted again later. Participation in the study is not expected to cause any risk, harm or inconvenience to the respondents. No rewards will be paid for the participation in the study.

Research data will be processed during the data analysis phase in a manner that the respondents are not directly identifiable. Direct and strong indirect identifiers such as usernames and facial images will be replaced with random pseudonyms, aliases or codes.

The identity of an individual respondent will not be disclosed in the thesis or any other research results to be published.

4. Purposes of personal data processing

The study will only process the personal data that are necessary and proportionate to the purposes and execution of the study.

The personal data will be processed for the study to understand how consumers perceive and react to brand identity changes in corporate heritage brands. Specifically, Iittala and Jaguar, which have recently changed their brand identity. To understand these perceptions, the study includes a netnography on comments and discussion users have on Reddit about the two brands and their recent brand identity changes.

5. Legal bases for personal data processing

The legal basis/bases for the processing of personal data is/are:

- Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party which override the interests or fundamental rights and freedoms of the data subject.

6. Categories of data subjects

The study's population of interest is: Reddit users who post comments and opinions about the two brands and their changes in brand identity.

Estimated number of the organizations in the study: Not studying organisations.

Estimated number of the respondents in the study:

- 50-200 respondents.

7. Sources of personal data

Personal data will be collected from:

- secondary data from online forums.

8. Recipients of personal data

- No one other than the data controller will have access to the personal data. The personal data processed in the study will not be shared with and disclosed to any third party.
- The supervisor will have access to the personal data for the purpose of supervising and evaluating the thesis.

9. Storage and security of personal data

The data controller will be responsible for taking appropriate technical and organisational measures including pseudonymisation and encryption to protect the personal data against unauthorized access or illegal use and against damage to or loss of the personal data.

Direct identifiers will be stored separately from all other data and not used for purposes non-related to this study.

Personal data in digital form will be stored and backed up securely in:

- the student's password-protected personal computer and hardware.
- IT systems provided by Hanken (e.g., Hanken's H: drive, OneDrive for Business, Webropol, SPSS).

For secure data transfers, the student will use:

- OneDrive storage space in Hanken-provided account to share files with the supervisor or research partners. "Specific people"-option will be used to ensure access control.

10. International data transfers

- Personal data will not be transferred outside the EU/EEA or to international organizations. Personal data processing and transfers will reside inside the EU/EEA and be limited to the study.

11. Retention and erasure of personal data

Data retention and erasure plans:

- All the personal data will be erased within 12 months after the thesis has been graded and approved.

12. Automated decision-making

- No automated decision-making including profiling will be made based on the personal data collected and stored.

13. Data subjects' rights

According to the General Data Protection Regulation of the European Union (GDPR, EU 679/2016), you as the data subject have the right to:

- receive transparent information on the processing of your personal data and how you can exercise your rights (Art.12),
- access the personal data collected and processed (Art.15),
- have the inaccurate or incomplete personal data corrected (Art. 16),
- have your personal data erased (the right to be forgotten) in certain situations (Art. 17),
- restrict the processing of your personal data in certain situations (Art. 18),
- have your personal data transferred between systems in certain situations (Art. 20),
- object to the processing of personal data in certain situations (Art. 21),
- not be subject to automated decision-making, with certain exceptions (Art. 22), and
- be informed of a personal data breach involving a high risk (Art. 34).

When personal data processing is for archiving, scientific or historical research or statistical purposes, the rights may be restricted under the GDPR and Finnish Data Protection Act (1050/2018). Restrictions of rights always require special protective measures.

Personal data will always be processed lawfully, fairly, and in a transparent manner to protect the fundamental rights and freedoms of the data subjects. The data controller follows a GDPR-compliant procedure to respond to subject access requests.

If you have questions or requests related to data protection or the processing of personal data, you can contact the contact person(s) or Data protection officer (DPO) mentioned above.

You have the right to lodge a complaint with the supervisory authority if you feel that the processing of your personal data is an infringement of data protection laws.

Contact information of the supervisory authority/Data protection authority (DPA) in Finland:

Office of the Data Protection Ombudsman
Visiting address: Lintulahdenkuja 4, 00530 Helsinki, Finland
Postal address: PO Box 800, 00531 Helsinki, Finland
Switchboard: tel. +358 29 566 6700
Registry: +358 29 566 6768
Email: tietosuoja@om.fi
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