

# The Research'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 research, as well as the details of the research 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: 03.12.2025

Working title of the research: Neo-historical identities and NATO: Curating Finnish and Swedish Business Relations in the Changing Geopolitical Landscape

The research is conducted for a research project.

## 1. Data Controller

Research is conducted under an employment contract with Hanken. Hanken is the data controller.

Hanken School of Economics

Arkadiankatu 22, 00100 Helsinki, Finland

Postal Address: P.O.Box 479, 00101 Helsinki

Phone: +358 (0)29 431 331

Business ID: FI02459077

Hanken's Data protection officer (DPO): [dpo@hanken.fi](mailto:dpo@hanken.fi)

Questions regarding the research and personal data processing are addressed to the contact persons:

- Eva-Lena Lundgren-Henriksson, Assistant professor, [eva-lena.lundgren-henriksson@hanken.fi](mailto:eva-lena.lundgren-henriksson@hanken.fi)
- Anna Dziuba, Postdoctoral researcher, [anna.dziuba@hanken.fi](mailto:anna.dziuba@hanken.fi)
- Caroline Sundgren, Postdoctoral researcher, [Caroline.sundgren@hanken.fi](mailto:Caroline.sundgren@hanken.fi)

## 2. Information about the research

Participation in the research is not expected to cause any risk, harm or inconvenience to the research participants. No rewards will be paid for the participation in the research study.

Research data will be processed during the data analysis phase in a manner that the research participants are not directly identifiable. Direct identifiers such as names and addresses will be replaced with random pseudonyms, aliases or codes.

The identity of an individual research participant will not be disclosed in a scientific publication and any other research results to be published.

The research is: a single study.

Research members who will carry out the research activities and be authorised to process the personal data during the research are Eva-Lena Lundgren-Henriksson, Caroline Sundgren, and Anna Dziuba.

The principal investigator (PI) or person in charge of the research is: Eva-Lena Lundgren-Henriksson.

### **3. Purposes of processing personal data**

The purpose of personal data processing is scientific research. The research will only process the personal data that are necessary and proportionate to the accomplishment of the research tasks and execution of the research.

The personal data will be processed for the research to examine public media and social media discourses on collective memory and security in connection to Finland and Sweden NATO entry. The data will be collected through public media (YLE) and social media (YOUTUBE). The data is collected for the purpose of this research. The potential use of the study results includes academic publications, teaching materials, and policy and/or stakeholder reports.

### **4 Legal bases for processing personal data**

Processing is necessary for scientific or historical research purposes or statistical purposes, the performance of a task carried out in the public interest.

### **5. Categories of data subjects**

The research's population of interest is actors interested in security topics commenting on public social media (YOUTUBE) for videos in a specific channel available to the general public and videos and comments in public media (YLE). No children, elderly, and other vulnerable data subjects are revealed in the research data and will be involved in the research.

Estimated number of the research participants in the research:

- 50-200 research participants.

### **6. Categories of personal data**

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

- Publicly available personal data such as the names of CEOs and board members of companies.
- Personal data from public websites or mass media (e.g., news stories with citations from individuals).
- Personal data from social media (YouTube). The videos and their comments are publicly available to all internet browsers. The researchers check the latest version of YouTube's terms and conditions to ensure that all legal restrictions such as copyright permissions and license terms on the content use are observed.

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

## **7. Sources of personal data**

Personal data will be collected from:

- secondary data from public websites or mass media.
- secondary data from online forums/social media.

## **8. Recipients of personal data**

Others to whom the personal data will be disclosed:

- The research members and partners will have access to the personal data for the purpose of conducting the research.
- A third party outside Hanken who provides transcription service or data analysis service will have access to the personal data (specified below). A Data processing agreement (DPA) will be made with the party.

The third party outside Hanken and others who will have access to the personal data will be an EU-based transcription service provider. The DPA will be signed between the data controller and data processor after the data has been collected and the third party has been specified.

## **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.

Contact information and other direct identifiers will be stored separately from all other data and not used for purposes non-related to this research.

No manual materials will be collected.

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

- password-protected IT systems provided by Hanken (e.g., Hanken's H: drive, OneDrive for Business, Webropol, SPSS). Personal data will be protected with strict access control and encryption.

For secure data transfers, the research project will use:

- OneDrive storage space in Hanken-provided account to share files with the research partners or supervisor. "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 research.

## **11. Retention and erasure of personal data**

Data retention and erasure plans:

- The personal data will be retained for further processing for other scientific research purposes than for completing this research project and will be erased after five years since the last publication where the research data have been used.
- Other data retention and erasure plans: Only processed and anonymized data can be used for the Fairdata Qvain metadata tool.

Data archival plans:

- Metadata of the research data will be published through Fairdata Qvain metadata tool offered by the Finnish Ministry of Education and Culture and produced by CSC.

## **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(s)

follow 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](mailto:tietosuoja@om.fi)  
<https://tietosuoja.fi>