

The Study's Privacy Notice

This privacy notice describes what data may be collected and processed in the study, why and how the data will be processed, as well as the details of the study. It also provides information on what rights data subjects have pertaining to their personal data and how these rights can be exercised in relation to the processing.

Date: 27.04.2026

Working title of the study: Varumärkespersonlighet i TikTok och dess inflytelse på Generation Z:s varumärkesimage

The study is conducted for Bachelor's Thesis.

1. Categories of personal data

The following types of data will be collected and processed:

- Publicly available TikTok videos published by selected brands
- Publicly available information related to the videos, such as captions, hashtags, sounds and engagement metrics, where relevant to the analysis

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: Roosa Karjalainen
roosa.karjalainen@student.hanken.fi

Supervisor's name and position: Sonja Sarasvuo, Assistant Professor

Questions regarding the study and personal data processing are addressed to the contact person: Roosa Karjalainen, roosa.karjalainen@student.hanken.fi

3. Information about the study

This is a single study. The study analyses publicly available TikTok content published by selected brands in order to examine how brand personality is communicated on the platform and how such communication may contribute to the formation of brand image among Generation Z. The selected brands will be specified in the thesis.

The study does not focus on private individuals or aim to identify individual TikTok users. The analysis is conducted for academic purposes only. The study is not expected to cause any risk, harm or inconvenience to individuals. No rewards will be paid in connection with the study.

4. Purposes of personal data processing

The study investigates how brand personality is communicated through publicly available TikTok content published by selected brands, and how such communication can be understood in relation to brand image.

The study does not focus on private individuals or individual TikTok users. If user-related information, such as usernames, comments or profile names, appears incidentally in the material, it will not be analysed for the purpose of identifying individuals and will be removed, pseudonymised or excluded from the published thesis when possible.

5. Legal bases for personal data processing

Processing is necessary for the purposes of the legitimate interests pursued by the controller 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 selected brands that publish publicly available content on TikTok.

The study does not focus on private individuals. However, individual TikTok users may appear incidentally in publicly available brand content, for example in comments, usernames, profile names or video material. Such information will not be the focus of the analysis.

Estimated number of respondents/data subjects in the study:

- No respondents are recruited for the social media content analysis.
- The study analyses 30 publicly available TikTok videos in total from 3 selected brands (in total 10 videos from each brand)

7. Sources of personal data

- secondary data collected from the social media platform TikTok

- publicly available TikTok content published by selected brands

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 or disclosed to any third party.

9. Storage and security of personal data

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

Research material in digital form will be stored and backed up securely on the student's password-protected personal computer.

10. International data transfers

The student will not transfer personal data outside the EU/EEA or to international organisations. The study uses publicly available content from TikTok, but the storage and processing of the collected research material by the student will take place within the EU/EEA.

11. Retention and erasure of personal data

All the personal data will be erased within 6 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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