

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: 05.06.2026

Working title of the research: Mobile Phone End-of-Life Consumer Behavior

The research is conducted for a research project.

1. Data Controller

The 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

Questions regarding the research and personal data processing are addressed to the contact person: Helleke Heikkinen, helleke.heikkinen@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.

Research data will be processed during the data analysis phase in a manner that the research participants are not directly identifiable.

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, and the research participants will not be contacted again later.

Research members who will carry out the research activities and be authorised to process the personal data during the research are Deniz Turkcu and Helleke Heikkinen.

The principal investigator (PI) or person in charge of the research is Helleke Heikkinen.

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 How consumers manage mobile phones they no longer use.

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 Finnish population over 18 years old. No children under 15 years old and other vulnerable populations will be involved in the research.

Estimated number of the research participants in the research: 200-500 research participants.

6. Categories of personal data

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

- Demographics such as age, gender, educational background, income and place of residence.
- Information which the research participant provides through a questionnaire or survey.

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 related to demographics will be collected from the research participants through interviews, surveys or questionnaires.

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 research will not be shared with and disclosed to any third party.
- The research members and partners will have access to the personal data for the purpose of conducting the research.

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.

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

- IT systems provided by Hanken (e.g., Hanken's H: drive, OneDrive for Business, Webropol, SPSS).
- the researcher's password-protected personal computer and hardware.
- IDA, a Fairdata service for both data storage and data archival. The Fairdata services are offered by the Finnish Ministry of Education and Culture and produced by CSC.

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.
- Data transfers between the research partners outside the EU/EEA will be restricted to anonymized data and be made via a secure channel.

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.

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
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