

## PROTECTION OF YOUR PERSONAL DATA

**Title of research project:** Exploring the impact of message framing strategies on consumers' acceptance of reusable food packaging.

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**Controller (s):** Aarhus University, Nordre Ringgade 1, DK-8000 Aarhus C. CVR no.: 31119103

**Processor(s):**

- **UK:** Prolific Academic Ltd., Green lanes 483, UK London. Company Registration Number: 8991598
- **FR/BE:** Norstat Danmark, Købmagergade 60, 2., 1150 København K. CVR no.: 1008210744

**Data protection officer (s):** Aarhus University: Søren Broberg Nielsen, Data protection officer/DPO: [dpo@au.dk](mailto:dpo@au.dk)

**Aarhus University Record reference:** 2016-051000001

**Source of financing:** Horizon Europe, R3PACK ([www.R3PACK.EU](http://www.R3PACK.EU))

**Recruitment of participants:** Through panels provided by Prolific (UK) or Norstat Denmark A/S (FR/BE)

If you wish to complain about the processing of your personal data, you can do so by contacting the supervisory authority:

**The Danish Data Protection Agency**

**Carl Jacobsens Vej 35**

**DK-2500 Valby**

## 1. Introduction

Aarhus University are committed to protect your personal data and to respect your privacy. In this privacy statement, we explain the reason for processing your personal data, the way we collect, handle, and ensure protection of all personal data provided, how that information is used and what rights you have in relation to your personal data.

## 2. Withdrawal of consent

Participation is voluntary, and you may withdraw your consent at any stage during the survey without stating a reason. You can withdraw your consent by closing the survey. Impartial/incomplete responses will not be registered, will be erased, and not kept for any reason.

## 3. Why and how do we process your personal data?

The purpose of the project and of processing your personal data:

You are invited to participate in a research study that is conducted and funded by in the frames of the Horizon Europe project R3PACK ([www.r3pack.eu](http://www.r3pack.eu)) by Aarhus University in Denmark. The objective is to study consumer buying preferences of reusable packaging. The aim of the study is to identify the most effective communication of reusable food packaging.

How do we collect your personal data?

The study will be carried out as an online survey. The data will be collected from Prolific/Norstat, and the survey is programmed in Qualtrics. All personal data about you will be collected through the survey from you. That is, we do not obtain information about you from any other sources than you. Your personal data will not be used for an automated decision-making including profiling.

Which personal data will be processed in the project?

To carry out this processing operation the following categories of personal data may be processed:

- Socio-demographic information (age, gender, educational-level, income);
- Text responses to the questions included in the survey;

In addition, the survey tool may register personal data such as:

- IP address and geolocation of the respondent.

These data will not be downloaded or processed by any means from Aarhus University and will remain on the server of the survey tool for as long as required (and as described in Section 3).

Furthermore, you may spontaneously provide other, non-requested personal data in the context of open-text replies. Please note that the Data Controller does not request nor expect that data subjects

provide any special categories of data under Article 10(1) of Regulation 2018/1725 (that is “personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation”) related to themselves or to third persons in their contributions to the research project. Any spontaneous inclusion of these types of personal data is the responsibility of the data subject and by including any of these types of data the data subject is considered to provide his/her explicit consent to the processing, in accordance with Article 10(2)(a) of Regulation 2018/1725.

#### Benefits and risks

The study is expected to last around 5-10 minutes once you have agreed with the consent form. You may receive an individual report of your individual responses upon completing the survey. You may also receive a report of the findings by contacting one of the researchers named on this information sheet by contacting Prof. Polymeros Chrysochou, [polyc@mgmt.au.dk](mailto:polyc@mgmt.au.dk), or Arne Hørlück Høeg, [ahh@mgmt.au.dk](mailto:ahh@mgmt.au.dk). This will be sent to you on the completion of the research which is estimated for July 2024.

The study has received ethical approval from Aarhus University in Denmark (BSS-2023-088) and is registered on Aarhus University research record (2016-051000001). We take every reasonable precaution to protect your confidentiality. There is negligible risk associated with your participation in this project. You will only be asked to answer questions, similar to what you might encounter in day-to-day life. You can discontinue the survey at any time if you experience discomfort. We don't consider any possible inconveniences of mental or social nature.

#### **4. How long do we collect your data and how do we protect your data?**

After finishing the study, your data will be completely anonymized and analyzed in aggregate. Therefore, your personal data cannot be identified. During the study, any data that may allow tracking you as an individual will be erased after submission of the final deliverable (July 2024), while anonymized data will be kept in trusted depositories as requested by the EU.

#### **5. On what legal ground(s) do we process your personal data?**

We are entitled to process your personal data pursuant to the rules of the General Data Protection Regulation. Furthermore, we are obligated to inform you about the rules that apply to our work with your personal data. The following legal grounds are used to process your personal data:

1. Article 6(1)(a) entitles Aarhus University to process non-sensitive personal data about you on the basis of your consent.

2. Article 6(1)(a) and Article 9(2)(a) entitle Aarhus University to process sensitive personal data about you on the basis of your consent.

## **6. Who has access to your personal data?**

Your personal data will not be shared outside Aarhus University, unless they are anonymized first. Raw data will be only analyzed by Aarhus University while only aggregate results will be shared among project partners, and other stakeholders. We also expect that results will be published in scientific outlets.

## **7. What are your rights and how do you exercise them?**

You have the following rights if Aarhus University processes your personal data:

- Right of access - you have the right to see the personal data concerning you that is processed by the data controller and to receive various information concerning the processing.
- Right to rectification - you have the right to have inaccurate/incorrect personal data about you corrected.
- Right to erasure or the “right to be forgotten”.
- Right to restriction of processing.
- Right to data portability - in some cases, you have the right to receive your personal data and to request that the personal data be transferred from one data controller to another.
- Right of objection - you have the right to object to the otherwise lawful processing of your personal data.
- Right not to be subject to an automatic decision based solely on automated processing, including profiling.

You can exercise your rights by contacting the Data Controller (Polymeros Chrysochou; [polyc@mgmt.au.dk](mailto:polyc@mgmt.au.dk)), or in case of conflict the Data Protection Officer (Søren Broberg Nielsen, [dpo@au.dk](mailto:dpo@au.dk)). In accordance with Article 14(3) of Regulation (EU) 2018/1725, your request as a data subject will be handled within one month of receipt of the request.