Data Processing and GDPR Compliance

In this research, we will collect and handle personal data in line with the General Data Protection Regulation (GDPR). Below is an outline of how personal data will be managed.

1. Purpose of Data Processing

The data collected will be used specifically for this research project, which aims to study the satisfaction level of consumer with chatbots. The data will not be used for any other purposes.

2. Legal Basis for Processing

We will collect personal data based on **informed consent**. Respondents will be informed about how their data will be used, and they can withdraw their consent at any time. Additionally, this research serves a **legitimate interest** in contributing to chatbots for SMEs, while respecting individuals' privacy.

3. Risk Assessment

The risk level for processing personal data is considered **low** because the data will be anonymized and cannot be traced back to individuals. If there is uncertainty about the level of risk, we will consult with the Data Protection Officer (DPO) to ensure all precautions are taken.

4. Anonymization and Security

We will anonymize all personal data, meaning no identifying information will be linked to the respondents. The data will be securely stored using Github and BUas-approved systems within the EU. Only authorized personnel will have access to the data, and security measures like two-factor authentication will be used.

5. Data Sharing

If we work with external partners, we will make sure they follow GDPR guidelines too. A cooperation agreement will be in place to ensure all personal data is handled securely.